



Town of Erin
Planning and Development

Economic Development Officer

Position Title: Economic Development Officer

Reports To: Director of Planning & Development

PURPOSE OF POSITION

Reporting to the Director of Planning and Development, the Economic Development Officer (EDO) is responsible for developing and implementing the economic development strategy, marketing plans and projects to support the Town's economic development priorities and initiatives.

The EDO works directly with businesses, community groups and other stakeholders to develop partnerships, and implement economic development activities to attract new business, and retain and grow existing business.

Position Requirements

Education

- Completion of a University degree in the areas of Economic Development, Rural Planning, Marketing, Communications, and/or Business Administration, or a relevant field.
- Certificate in Economic Development and Economic Development Designation (Ec.D.) from the Economic Developers Association of Canada is considered an asset.

Skills

- Three or more years of direct economic development experience, preferably in a municipal setting.
- Ability to foster and maintain positive effective professional relationships with diverse internal and external stakeholders in an open and ethical environment.
- Proven ability to communicate on a confidential basis and respectful level with staff, business representatives, elected officials and the public.
- Ability to organize thoughts in a logical and persuasive fashion and express those thoughts in conversation, writing and formal oral presentations is a critical skill requirement.
- Ability to work independently and with minimal supervision.
- Proven competency with Microsoft applications (Word, Excel, Power Point, Outlook)
- Experience in project and program development/implementation
- Strong ability to gather information through research

Major Responsibilities include but are not limited to the following:

- In consultation with other Town departments and stakeholders develop and implement the Town's Economic Development Strategy to attract new business investment and diversify and expand the local economy.
- Establish, foster, and maintain positive relationships with partners, stakeholders, and other levels of government, to broaden awareness of investment opportunities in the Town. Identify opportunities for growth, investment, and prosperity.

- Develop and utilize effective marketing and promotional tools for business development, including advertising, events, trade shows, promotional items, social media, presentations, and initiatives.
- Prepare business unit reports, Council agenda items, etc., and make recommendations to Council and leadership team regarding economic development initiatives.
- Work with government partners at the provincial, federal and municipal levels to identify and track programs and services that will assist rural businesses.
- Maintain accurate and relevant demographics, statistics and inventory of available commercial/industrial land and buildings.
- Work with the Communications department to ensure that print and website information is relevant and current.
- Respond to requests for information regarding business and economic development and facilitate the business development efforts of investors and developers, where appropriate.
- Liaise between potential investors, business and property owners and the Building and Planning department and provide input into Building and Planning processes that relate to economic development activities.
- Assist business start-ups and expansions by connecting them with local resources such as the Guelph Wellington Business Centre, Community Futures Development Corporation, Innovation Guelph and the Erin Chamber of Commerce.
- Prepare and provide information, alternatives, or marketing material about the Town to assist prospective investors in making informed business decisions.
- Administer and make recommendations to Council on the Towns Community Improvement Plan
- Research and actively seek out funding and grant opportunities that will support and promote community development and improvement programs.
- Staff Liaison on the Town's Economic Development Committee.
- Develop and monitor economic development measurable outcomes and report on such outcomes, as required.
- Assist in the development and maintenance of the Town's economic development budget.

Working Conditions and Environment

- This incumbent in this position will be working out of the Town offices.
- This position is for a 35-hour a week position.
- Normal office hours are 8:30am-4:30 pm, Monday through Friday, however due to the responsibilities of this position, working some evenings and irregular hours will be required. Some travel is also required.
- The salary range for this position is \$84,484.40 - \$98,862.40.
- This position works with the public on a regular basis (external customers, organizations, groups, etc.) and must display awareness, tact, and diplomacy at all times.

Interested applicants may submit their resumes to HR@Erin.ca. Resumes will be accepted until 4:00 pm on November 15, 2023.

The foregoing represents a reasonable statement of the requirements of this position. Hiring will be subject to the successful passing of a Criminal Reference Check and verification of education and required certifications'. Information collected will be used in accordance with the Municipal Freedom of Information and Protection of Privacy Act for the purpose of job selection. The Town of Erin is an equal opportunity employer. Accommodations are available for all parts of the recruitment process in accordance with the *Accessibility for Ontarians with Disabilities Act*.