



Job Title:	Economic Development & Communications Officer
Last Revised:	February 22, 2021
Department:	Community Services
Reports to:	Director of Community Services
Salary:	Commensurate with experience

PURPOSE OF THE POSITION:

The Economic Development & Communications Officer (EDO) is responsible for developing, managing and implementing community economic development and communications programs and initiatives for the Township of North Glengarry. This includes attracting and facilitating development of new and the expansion of existing industries, businesses and services in the Township for the purpose of expanding the economy of the community, providing local employment opportunities and strengthening the property tax base of the Township. The EDO is responsible for the implementation of a Community Improvement Plan (CIP) for the Township of North Glengarry.

KEY DUTIES AND RESPONSIBILITIES:

1. Meetings
 - Support the work of economic development related committees (Community Development Committee and the Arts, Culture and Heritage Committee).
 - Represent the community at regional and other various meetings, conferences related to economic development.
2. Administration
 - Manage marketing budgets and special program budgets to raise the profile of the Township of North Glengarry in key markets.
 - Evaluate results of economic development projects and make recommendations to Administration and Council.
3. Communications
 - Coordinate and implement, in concert with North Glengarry Department Heads, the municipality's Community Strategy.
 - Maintain the Township website.
 - Post material to social media networks of the Township.
 - Co-ordinate and prepare Township advertising and publications including tax inserts, newsletters and others as may be required.
 - Promote marketing of the municipality within and outside the Township – may include attendance to trade shows and conferences.
 - Provide support to North Glengarry departments in the development of communications material.
 - Prepare media releases.

4. Economic Development:

- Promote and implement the Township's CIP (and/or other planning tools that may be identified) within the community.
- Assist clients with the application process for the County's Regional Incentive Program, including reporting and cashing-out processes.
- Develop and promote opportunities for economic development and downtown revitalization.
- Prepare and disseminate information regarding the availability of land, buildings and other facilities conducive to the promotion of business and industry.
- Provide information to prospective entrepreneurs, agencies, the community and other interested bodies on matters relating to economic development
- Develop and maintain data on the community needed to respond to economic development investment inquiries (i.e. maintain investment readiness).
- Develop community and regional networks related to economic development and downtown heritage programs.
- Identify the needs of the business community and inform the appropriate public sector bodies of these needs.
- Research and apply for grants related to economic development for key projects as identified by the Administration or Council.
- Initiate and conduct discussions and negotiations with the private and public sectors regarding economic development initiatives, including land sales and the provision of municipal services.
- Assist local organizations, businesses and individuals to take advantage of economic development opportunities and acting as a liaison between them and representatives of government, business and industry concerning economic development or grant opportunities.
- Organize networking events such as Business Breakfasts

Follow all Health & Safety policies and procedures and report any non-compliance or any possible safety risks.

Other duties as assigned from time to time.

POSITION QUALIFICATIONS:

- Several years of experience in economic development in the municipal or broader public sector is preferred.
- Post-secondary education in business administration, commerce, economic development, marketing or communications or related discipline, or pertinent experience in related field. EcD designation is an asset.
- In-depth knowledge of economic development strategies, theories and programs, superior communication (oral and written) skills, advisory and customer service skills, computer and social media, research and analytical and report writing skills are required.
- Demonstrated previous working experience with the general public.
- Knowledge of existing government-sponsored economic development initiatives and programs.
- Ability to interpret statistics and conduct economic, demographic and market research.
- Organizational skills to work on a number of projects simultaneously and prioritize accordingly to complete tasks within appropriate time frames.

- Ability to develop, maintain and utilize a network of contacts for the economic development of the Township.
- Ability to work with minimal supervision.
- Ability to manage stress.
- Ability to accurately define and effectively address problems as they arise.
- Good problem solving skills and a commitment to confidentiality and professional ethics.
- Computer literacy and experience with word processing, spreadsheets, social media, websites, and other software with graphic and/or web design considered as assets.
- Bilingualism is an asset.

OTHER REQUIREMENTS:

- A vehicle and valid driver's class G license are required for this position.
- Working hours will include attendance at meetings and events in the early morning, evening and on weekends.

The forgoing description reflects the key duties, responsibilities and qualifications for the position and shall not be construed to be all of the work requirements of the position.

ACCESSIBILITY:

The Township of North Glengarry is committed to providing quality goods and service that are accessible to all persons that we serve. Documents are available in various accessible formats upon request. Individuals' are advised to contact the Township Office and the Township will work with the individuals to provide a format that meets their needs.

The Township welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.