



## Employment Opportunity

<b>Position:</b>	Economic Development Officer (12-month contract)
<b>Start Date:</b>	May 13, 2024
<b>Employment Status:</b>	Temporary Full-Time (12-month contract)
<b>Reporting To:</b>	Manager of Economic Development & Tourism
<b>Union Affiliation:</b>	Non-union
<b>Posting Date:</b>	March 22, 2024
<b>Closing Date</b>	April 3, 2024 at 4:30pm
<b>Position Summary:</b>	<p>If you are eager to work in a team-based organization that expects employees to exercise critical thinking, make reasonable decisions and build organizational capabilities, then you are who we are looking for.</p>

The Economic Development Officer will be responsible for supporting the development and delivery of programs to support, sustain and strengthen business in Perth County. This 12-month contract position will provide support to ensure the effective delivery of Economic Development priorities and work plan. In addition, the role will support member municipalities and other County departments. The position will advance community and business development including marketing, business attraction, business retention and expansion, economic development policies and tools, marketing and promotion of the County.

### Primary Responsibilities:

- Provide support and assist the Manager of Economic Development & Tourism with projects and initiatives identified in County's Strategic Plan including setting goals, timelines and systems for measuring results
- Actively participates in and provides support for special projects
- Assist with developing professional quality marketing and outreach strategies for the County to further Economic Development, including newsletters, web and social media content, print, electronic communications, and advertising campaigns

- Maintain Economic Development information and statistics including Investment Property inventory, Investment Prospectus/Community Profile, economic and demographic information and Business Directory
- Support the Manager of Economic Development & Tourism with communications with member municipalities, County business organizations, stakeholders, businesses, media, and the public to strengthen business development, marketing and communications efforts
- Assist in identifying and recruiting new industry to attract to the County and providing support to existing industry and businesses
- Ensure all Economic Development related meetings have an agenda, minutes, action items and documentation as needed and assist in maintaining files
- Assist the Manager of Economic Development & Tourism as a resource and support person and by attending meetings for regional initiatives and at the member municipal level
- Represent the Economic Development Office at public events, conferences and tradeshow
- Make effective presentations to Municipal Councils and events to support outreach and promotion of the County and its Economic Development initiatives
- Develop draft marketing pieces to further Economic Development priorities
- Develop and maintain a contact management system/database for managing Economic Development leads
- Assist in the development of communications to stakeholders within the community using various forms (e.g. social media, newsletters, advertising etc.)
- Assist in planning and implementing public information campaigns and special events pertaining to economic development
- Assist in the review of external documents to ensure that the County's Accessible Communications policy and guidelines are being met
- Manage and update corporate website and social media pages for Economic Development and Tourism
- Maintain the Perth County business directory
- Act as a resource for local BIAs, Business Associations, Chamber of Commerce, Economic Development Advisory Committees etc. Attend meetings on behalf of Perth County
- Advocate on behalf of the region and the industry to municipal, provincial and general governments
- Be in constant contact with Perth County business community to facilitate training, offer support and respond to inquiries. (BA5 Events, Business Tours, Videography)
- Assist with general office administration support

- Research funding opportunities for Economic Development and submit funding applications to leverage provincial and federal funding and complete required reporting
- Act as point of contact on successful funding applications/projects including financial management and reporting
- Proactively identify projects and initiatives that support strategic priorities
- Develop programs that respond to the needs of Perth County businesses. (Welcoming Communities Training, Succession Planning Session)
- Maintain awareness of economic trends and best practices to support management and Council decision-making
- Plan and organize investment visits with various stakeholders and investors
- Out of country travel to tradeshow and trade missions
- Ensure that Occupational Health and Safety practices and County of Perth policies and procedures are adhered to; wear any personal protective equipment required to ensure personal safety and report any known hazards and/or incidents in the workplace to immediate Supervisor
- Other duties as assigned by Manager

#### **Qualifications:**

- University degree or College diploma in business, public admin, economic development or marketing or Ec.D or CEcD certification or willingness to obtain, considered an asset
- Minimum 3 years of direct economic development experience, or 5 years experience in a similar role
- Sound knowledge of economic development principles and practices
- Experience in a communications environment specializing in corporate or integrated communications, public relations and marketing
- Exceptional verbal and written communication skills, and excellent interpersonal skills
- Creative abilities to develop written materials and design promotional material, knowledge of effective marketing and communication principles
- Excellent organizational, planning and time management skills with the ability to prioritize and complete multiple tasks concurrently and handle a high volume of work
- Strong proficiency in a computer environment (e.g. graphic design, image editing, web authoring, internet, e-mail, word processing, spreadsheet and database and social media)
- Strong data collection and analysis skills
- Strong political acuity skills
- Ability to effectively communicate in a high-pressure environment, manage conflict and mediate

- Ability to maintain sensitive and confidential business information
- Exceptional project management skills including project initiation, planning, execution, monitoring and closing
- Ability to represent the County professionally with businesses, industry associations and in the public
- Applicant is required to have access to their own vehicle and hold a valid Class G Drivers License and a valid passport

**Shift:** Monday to Friday, 8:30 am to 4:30 pm (35 hours per week) with occasional evening and weekend work as required.

**Salary Range:** \$74,055.80-\$86,632.00 (based on Perth County's 2024 salary grid)

**Our Benefits:**

- OMERS Pension plan
- Flexible work arrangements
- Career development and training
- Employee and family assistance program
- Tuition assistance program

Those interested may submit their application online at [www.perthcounty.ca/employment](http://www.perthcounty.ca/employment) by **April 3, 2024 at 4:30 pm**. Interviews may commence as qualified applications are received.

Interviews may be done virtually.

We thank all applicants for their interest and advise that only those candidates selected for an interview will be contacted. Personal information is collected under MFIPPA and is used to determine eligibility for potential employment. The County of Perth is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance.