

THE CORPORATION OF THE TOWNSHIP OF IGNACE

JOB DESCRIPTION

Title: Economic Development Officer

Reports To: CAO/Treasurer

Department: Administration

Group: Non Union

PURPOSE OF POSITION:

To thoroughly understand and appreciate the Township's history, current economic complement, and future potential;

To promote the Township as a development/investment opportunity;

To seek out development/investment initiatives for the Township;

To attract and facilitate development of new industries, businesses and services in the Township;

To facilitate development and retention of existing local businesses;

To expand the economy of the community, with the goal of providing local employment and strengthening the Township's property tax base; and

To professionally and favourably represent Council and the Township as ambassador, both within and outside the community.

SCOPE OF POSITION:

Complies with legislation, by-laws, resolutions, policies, and decisions of Council;

Works within the policies, procedures and priorities established by legislation, by-laws, and resolutions of Council; and

Liaises with the CAO/Treasurer, Economic Development Committee and Township Council on matters relating to Economic Development.

QUALIFICATIONS:

The Economic Development Officer must possess:

- a) and maintain at all times, a valid driver's licence and access to the use of a reliable personal vehicle for transportation for Township business;
- b) post secondary education in business or a related field;

- c) experience and demonstrated success in economic development or a closely related field;
- d) sound knowledge of municipal government operations, particularly land use planning, and servicing requirements and opportunities;
- e) sound knowledge of modern economic development practices, both from outside and from within the community;
- f) business planning, marketing and public relations skills;
- g) research and analytical skills;
- h) excellent communication skills, both written and oral; and
- i) tact, discretion, diplomacy and good judgment.

In exceptional circumstances, Council may waive some of these qualifications when hiring.

Council has discretion to accept experience in lieu of education and/or professional designations or certifications.

DUTIES:

It is acknowledged and understood that, where staff is available, the Economic Development Officer may delegate some of his/her duties to staff, however, he/she remains responsible for, and accountable for, the proper fulfilment of all of the duties set out in this job description.

A Economic Development

1. The Economic Development Officer researches, updates, collects, compiles, and disseminates detailed and factual information relating to the community profile of the Township, for use in marketing and promoting the Township as a vibrant and exciting business investment opportunity and tourist destination. In this role, he/she includes information regarding the availability of land, buildings and other facilities conducive to the promotion of business and industry, knowing, understanding and being able to communicate the planning fabric.
2. The Economic Development Officer provides a point of contact and source of information to facilitate development and investment opportunities for the Township. He/she prepares, and makes available to the public, reports and marketing materials utilizing the information collected. In this regard, he/she will both initiate discussion and respond to enquiries.
3. The Economic Development Officer will conduct and facilitate conversation and negotiations with private and public sectors regarding economic development initiatives. He/she acts as a coordinator and facilitator of interactions among governments, other communities, businesses, industries and organizations.

4. The Economic Development Officer keeps apprised of grant funding and other opportunities made available to private business and industry by other orders of government and/or agencies for the purposes of economic development. He/she makes this information available to businesses interested in establishing in Ignace, and may assist them in writing or reviewing proposals and applications to take advantage of such opportunities.
5. The Economic Development Officer assists individuals and businesses to develop their projects and locate resources, consulting with them on their business plans. He/she will, from time to time, guide potential entrepreneurs and investors on site visits to Ignace.
6. Where new initiatives come to fruition, the Economic Development Officer will assist investors with the launch and promotion of the business.

B Business Retention and Expansion

1. The Economic Development Officer researches, updates, collects, and compiles detailed and factual information relating to the needs of the existing business community in the Township, for use in facilitating business retention and expansion. In this regard, he/she will both initiate discussion and respond to enquiries, and can be expected to obtain information which must be held in the strictest confidence.
 2. The Economic Development Officer keeps apprised of grant funding and other opportunities made available to existing private business and industry by other orders of government and/or agencies for the purposes of fostering the retention and expansion of existing business and industry. He/she makes this information available to Ignace's commercial and industrial businesses, and may assist them in writing or reviewing proposals and applications to take advantage of such opportunities.
 3. The Economic Development Officer assists existing residents and businesses to develop and expand their projects and locate resources, consulting with them on their business plans.
 4. Where existing businesses decide to expand or branch out into new areas, the Economic Development Officer will assist with the launch and promotion of the initiative.
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C Township Role

1. The Economic Development Officer will assist the CAO/Treasurer in development and analysis of the Township's economic development strategic plans.
2. The Economic Development Officer is the primary staff liaison for the Township's Economic Development Committee. He/she attends all Committee meetings and assists the Committee members in achieving the goals associated with the Committee's approved mandate.
3. The Economic Development Officer prepares reports and makes recommendations directly to Council and/or its committees with respect to the portfolios assigned in this job description or by the Council or CAO/Treasurer. He/she attends Council or Committee meetings as and when required, and keeps the Council apprised of initiatives and prospects.
4. The Economic Development Officer has a strong role to play as liaison between the Township and other orders of government, governmental agencies and business organizations. He/she must network and be a partnership builder for the community, participating in regional economic development and tourism associations, groups and events.
5. Working closely with the Mayor, the Economic Development Officer will act as a spokesperson for the Township with the media regarding economic development activity. He/she will prepare press releases and participate in media interviews in this regard.
6. The Economic Development Officer will liaise with the CAO/Treasurer and with other department heads to fully understand their roles and responsibilities associated with land development, servicing, Official Plan, Zoning By-law, and Building Code requirements, and land available for development.
7. The Economic Development Officer keeps apprised of grant funding and other opportunities made available to the Township by other orders of government and/or agencies for the purposes of economic development. He/she writes proposals and applications to take advantage of such opportunities.
8. Where the budget or external funding allows for same, the Township may hire staff to work with the Economic Development Officer. Where staff is available, the Economic Development Officer will have a supervisory and management role for those staff member(s), providing leadership and mentorship and developing a strong economic development team.

D General

1. The Economic Development Officer shall at all times implement quality customer service to residents, ratepayers and visitors to the Township, responding to enquiries and complaints, and providing information, courteously, as required.
2. The Economic Development Officer will often be called upon to work outside of regular office hours, to participate in meetings and other public events. Travel to conferences and trade shows is expected, whether as participant or observer.
3. The Economic Development Officer performs duties and exercises powers as may from time to time be assigned to him/her or vested in him/her by the CAO/Treasurer, by the by-laws of the Township or the resolutions of its Council, and under the provisions of the *Municipal Act, 2001* (S.O. 2001, c. 25, as amended from time to time), subject to the direction of Council and the requirements of the applicable statutes and regulations. (It is noted that professional opinions expressed by the Economic Development Officer are not subject to the direction of Council.)