



Senior Investment Attraction Officer

Competition ID: J0223-1329

Job Title: Senior Investment Attraction Officer

Job Type: Permanent Full Time

Job Category: Corporate Planning

Open Positions: 1

Department: Economic Development Services

Date Posted: February 17, 2023

Closing Date: March 5, 2023

Salary: \$96,031.00 - \$126,369.00/Year

Hours per Week: 37.5

Under the direction of the Director, Economic Innovation & Growth, the Senior Investment Attraction Officer will be responsible for leading department initiatives that attract new businesses and industries to the county. The Investment Attraction Officer position(s) reports to the Senior Investment Attraction Officer while also executing on activities related to Investment Attraction in Sturgeon County. Activities of the position include supervision of staff; leading and facilitating economic development strategy and initiatives; identifying and fostering development opportunities; working on development opportunities with businesses of all sizes, local business organizations, and individuals.

Job Duties:

Business and Development Attraction (55%)

- Plan and lead initiatives that aid in the business development goals of the department and organization.
- Plan initiatives related to investment attraction, monitor outcomes, supervise and mentor Investment Attraction Officer(s).
- Planning and aiding the execution of strategies, actions, and outcomes of the Investment Attraction portfolio.
- Serve as a point of contact to facilitate development permit process between companies and the development authority by enabling and encouraging information exchange.
- Ensure prompt response to requests for information (RFIs) and new investment leads to the county from potential investor companies, regional stakeholders, site selectors, Government of Alberta contacts, etc.

- Coordinate virtual and in-person county, site and building tours within the municipality and surrounding region for prospective investors and stakeholders.
- Identify economic opportunities and proactively pursue grant funding opportunities that aid new investment, infrastructure development, industry intelligence and competitiveness.
- Develop and deliver presentations, conduct seminars, and participate in meetings with prospective investors and external audiences to showcase key development areas and economic opportunities in Sturgeon County.
- Working alongside staff to enhance web-based site selection and information tools to showcase greenfield and brownfield development opportunities within the county and provide development related information and data to stakeholders and potential investors.
- Working alongside staff, provide project management for the development of brochures and promotional materials such as presentations, mapping, site selection packages, sector and community profiles, media releases, newsletters, and periodic information bulletins, etc.

Business Retention and Expansion Support (10%)

- Support department initiatives that contribute to the business retention and expansion goals of the county, ensuring alignment with the County's Strategic Plan and Corporate Business Plan.
- Support department business retention and expansion activities in the local existing business community that foster new supply chain development or investment opportunities.
- Directly engage with the existing business community to strengthen relationships and facilitate strategic connections with county leadership, new customers, sources of capital or prospective partners including investors and developers.
- Provide aftercare services to investors, helping to embed the investor in the regional/local economy.
- Work with industry to identify and develop new business opportunities for local businesses and Sturgeon County.
- Works with Regional audiences and builds network for leveraging activities of the department and service provision to local business community.

Partnership and Interconnection - interaction and interfacing with regional partners and representing sturgeon county in various venues (10%)

- Represent Sturgeon County at various venues and events throughout the region, province or country, and/or internationally.
- Represent Sturgeon County, often serving as a main point of contact, within various investment-based partner organizations including (but not limited to) Alberta's Industrial Heartland Association, Edmonton Global and Invest Alberta Corporation.

- Work with Economic Innovation & Growth team members and other departments on special projects and initiatives which may include conference and major event planning, business networking sessions, regional business symposiums, etc.
- Liaise with other orders of government, under direction of the Director, Economic Innovation & Growth.

Departmental, interdepartmental, cross-divisional, and regional responsibilities (15%)

- Assist with the planning and coordination of events that promote Sturgeon County.
- Project Management of departmental studies and reports as it relates to department priorities. Prepare RFPs and work with hired Consultants. Monitor progress and results on specific sector or municipal projects, suggesting changes as necessary.
- Work with the department Director in the implementation of efficient business practices in the department (including significant contributions to budget and business planning in the department). Ensure compliance with project budgets and timelines.
- Create and deliver Agendas, Briefing Notes and Requests for Decisions in Council and Committee of the Whole meetings and interact with Council boards and committees (as needed).
- Coordinate, supervise, and adjust (if needed) incentive programs including related bylaws, policies, and procedures including but not limited to the Heartland Incentive Bylaw and Program and Major Investment Incentive Bylaw and Program. Duties include deployment, coaching, and finalization of proponent package for Leadership Team and CAO approval. Engage with proponents as they finalize their application packages, tax incentive agreements, and/or assumption agreements.
- Adhere to Sturgeon County's project management philosophy and procurement processes when leading/contributing to departmental initiative/projects.
- Act as Director, Economic Innovation & Growth in his/her absence. Display discretion and sound financial and strategic judgment when exercising signing authority.
- Adhere to applicable responsibilities and accountabilities as outlined in the Sturgeon County Health and Safety Management System.

Proactive or emerging activities for the department (10%)

- Research private and public sector economic development funding opportunities and prepare proposals for funding to support economic development.
- Aid in the development of promotional content for Sturgeon County which may include contributions to the Economic Innovation & Growth website, newsletter, etc.
- Aid in maintaining databases and data collection/interpretation including CRM, BRE surveys, building/development permit data, census data, business patterns data, etc.

- Prepare, analyze and interpret economic data pertinent to Sturgeon County, the Edmonton Metro Region, Alberta and Canada to be used in internal planning discussions, and in external promotional and marketing materials.
- Actively pursue professional development opportunities that aid the goals of the department and county.

Job Skills:

- The individual must be able to supervise and mentor personnel on the investment attraction team, work independently and in a team setting while working with the existing business community, potential investors, community organizations, regional municipalities, and other levels of government.
- Internally, this position must work with other county departments and externally with stakeholders, community organizations, businesses, and other municipalities.
- The individual must possess project management skills, advanced written and verbal communication skills, and interpersonal skills. The individual must understand economic development best practices, have a strong knowledge of emerging business trends and issues and the ability to collect and interpret data from a variety of sources.
- Working after hours is sometimes required and individuals must be able to meet deadlines in a fast-paced and evolving work environment.
- Demonstrated ability to prepare and present clear verbal and written reports to Council and the business community.

Job Qualifications:

- Undergraduate Degree in Business, Marketing, Commerce, or related field is preferred with a minimum of seven (7) years of complementary experience and progressive level of responsibility demonstrated.
- Experience working in a public sector environment, especially in a Municipal and/or Economic Development setting, would be considered a strong asset.
- A designation in Economic Development (EcD or CECD) or willingness to complete the requirements to obtain a designation would be considered an asset.
- Completion of a Certificate or Diploma in Economic Development, Municipal Management, or Leadership would be considered an asset.
- Membership or eligibility for membership in Economic Developers Alberta, the Economic Developers Association of Canada, and/or the International Economic Development Council is preferred.

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