

**TOWNSHIP OF NORTH HURON
POSITION PROFILE**

Position Title **ECONOMIC DEVELOPMENT OFFICER**
Department **ADMINISTRATION**
Report to Title **CAO**

Revised February 2022

Pay Range:	Pay Band 8
Position Status:	Full time employee
Pay Method:	Hourly
Normal Work Week:	37.5 hours
Hours over 37.5 to 40.0 hours in a week:	Time off in lieu on a one-to-one basis
Overtime greater than 40.0 hours in a week:	Paid at time & half
Location:	North Huron Municipal Office

A – POSITION DESCRIPTION

1. Scope of Position

Reporting to the CAO, the Economic Development Officer will attract new businesses and industries to North Huron and will work with property owners, developers and builders to create attractive business locations. The position will also facilitate the development and implementation of a North Huron economic development strategy and provide support to existing business owners.

2. Key Responsibilities

Operations & Program Delivery

- a. Responsible for the Township's economic development including, but not limited to, business development, tourism promotion, downtown revitalization, business attraction and retention, small business development, promoting the Township's Community Improvement Program, securing provincial and federal grant programs to advance economic development projects, and promoting community sustainability planning.
- b. Primary contact and liaison for prospective, existing and expanding businesses requiring assistance with site locations, understanding of municipal procedures and regulations, and statistical and community information related to the Township.
- c. Represents the Township and maintains partnerships and communication with local business associations, commercial and industrial businesses, the cultural community and the agricultural community.

- d. Develop a network of resources beyond North Huron through organizations such as the Economic Developers Council of Ontario and the Economic Developers Association of Canada.
- e. Represents the Township on Regional Economic Development and Tourism bodies.
- f. Work closely with the County's Tourism Coordinator and cultural organizations to feature and promote North Huron's tourism assets.
- g. Assists in the preparation, support and monitoring of the annual operating budget for economic development.
- h. Undertake special projects and perform other duties and tasks that may be assigned by Council, or CAO/ Deputy Clerk in accordance with corporate objectives.
- i. Supports the Community Engagement Coordinator in expanding North Huron's tourism and promotion initiatives by engaging in promotional activities for municipal and private tourism-related facilities and events.

Information Resources

- j. Attends Council and Economic Development and Recovery Committee, and other relevant meetings when required to provide advice and guidance that implements resulting actions.
- k. Attends seminars, conferences and takes courses valuable to the position; being mindful of budgetary restraints with the ability to obtain alternative sources of funding and to catalogue and report on grant proposals and assist with their submissions.
- l. Regularly collects and analyzes social and economic data and research through surveys and other forms of data collection for the assessment of development of potential and future trends and developing social and economic profiles of urban and rural communities in North Huron.
- m. Actively seeks out alternative sources of funding for the Township and other associated Committees and organizations for business development, tourism promotion, industrial land sales, downtown redevelopment and similar.
- n. Provides input into promotional marketing materials to be used for tourism and business attraction purposes.

3. Key Relationships

Internal

CAO/Deputy Clerk

Senior Management Team

Council

Economic Development and Recovery Committee

Municipal Staff

External

Public: handle inquiries related to business and industry and the general community.

Local Businesses/ Business Owners

Huron County Planning Department

Huron County Economic Department

Community Futures Huron

Huron Manufacturing Association

Physician Recruitment Committee

Public Relations

As an ambassador for North Huron the Economic Development Officer is responsible for promoting North Huron as a place to live, work and play. The position is responsible for corporate brand management, frequently deals with the media and is responsible for overseeing external communication pieces related to the economic development.

4. Decision Making Authority

Economic Development runs independently. As a result, many decisions will be made by the Economic Development Officer within the framework of North Huron's policies and procedures and as determined by by-laws of the Township and the direction of Council. This position makes some mid-level decisions, some decisions will require the approval of Council and/or the CAO.

5. Problem Solving Responsibility

The Economic Development Officer is required to solve many varying problems. Often problems must be solved and recommendations made quickly. The Economic Development Officer must have the ability to analyze, assess, interpret data and situations, compile results, make detailed calculations, investigate problems and accidents and prescribe solutions. Being a critical and independent thinker, recognizing problems, issues and opportunities and bringing forward new ideas, options and solutions will assist in the positions problem solving abilities. The Officer may turn to the CAO for recommendations or advice when problems arise that are beyond the scope of their position.

B – POSITION SPECIFICATIONS**1. Formal Education and Training**

Diploma/Degree/Certificate

- *In Community Development, Business Development, Economics, and/or Social Science.*

Professional Designation/Certification

- *Ec.D. Certified Economic Developer through the Economic Developers Association of Canada is desirable.*
- *MAP, AMCT, or other similar designations would be considered an asset.*
- *Business Retention and Expansion Certificate would be considered an asset.*
- *Downtown Revitalization Certificate would be considered an asset.*
- *Membership and participation in the Economic Developers Council of Ontario, Economic Developers Association of Canada, International Economic Developers Council and the Ontario Business Improvement Area Association.*

2. Work Experience.

Minimum 5-10 years in a community/economic development role in the not-for-profit or municipal sector.

Experience in a municipality is preferred but not required.

3. Knowledge

- Business planning and business expansion/ marketing strategies;
- Local, regional and provincial economic potential and opportunities;
- Understanding of relevant municipal legislation, policies and procedures;
- Understanding of the local economic, cultural, and potential environment;
- Municipal functions and responsibilities;
- Applicable Provincial legislation, regulations;
- Council functions and responsibilities.

4. Other Key Skills and Competencies

- Proficient with Microsoft Office software and familiarity with various other software such as Keystone, Stone Orchard, etc;
- Valid Ontario Driver's License in good standing and a personal vehicle for use on the job;
- Demonstrated ability to be a team player with effective oral, written and interpersonal communication skills to ensure effective working relationships with other employees, Council, and the general public;
- Knowledge of business development and marketing concepts;
- Strong time management and organization skills;

- Professional under pressure.

C – POSITION CHARACTERISTICS

1. Impact & Accountabilities

The Economic Development Officer is responsible to the CAO for the Economic Development department resources of the Township.

The Officer will work independently but with supervision from the CAO.

2. Supervisory Responsibility

Provides supervision of the Community Engagement Coordinator

D – WORKING CONDITIONS

1. Physical Effort and Environment

At certain times the Economic Development Officer may have to work in excess of their normal work week. The normal physical working environment is comfortable, indoors in an office or meeting space. On occasion, the Economic Development Officer may work in varying environments including the outdoors. Physical demands require extensive computer work, concentration and sitting.

2. Mental Effort

The mental strain resulting from the work of the Economic Development Officer ranges from moderate to considerable dependent on the number of projects. Work involves many competing deadlines, completing competent reports and responses and potential for frequent interruptions. Concentration is required to complete tasks. Accuracy and attention to detail is essential in success.