



## Economic Development Officer (12 month contract) Executive Services Department

### Position Summary

As an Economic Development Officer (EDO), you will play a pivotal role in supporting the economic growth and prosperity of our local community. This position works closely with internal colleagues and external partners to deliver a range of activities and initiatives identified within Milton's Economic Development Strategic Plan, which are designed to support investment attraction, business retention, development activities and partnership growth within the town.

### Major Job Responsibilities

#### Business Attraction & Retention Initiatives

##### *Inquiry Management*

- Manage and respond to incoming economic development inbound and internal inquiries as the first point of contact for the department, providing accurate and timely information to the public, business community, community partners, realtors, allied agencies and internal stakeholders.
- Ensure exceptional customer services, tracking and reporting related to site selection and inquiry activities using custom reporting and tracking tools.
- Prepare site selection proposals, sector research and responses to major investment inquiries/ RFI/RFP's in conjunction with Senior Economic Development Officers.

##### *Digital Tool & Asset Project Management*

- Project manage enhancements to digital resources and tools that support proactive site selection, assisting business leaders and key decision makers in conducting self-guided community research and economic analysis.
- Liaise with realtors, business owners, site selectors and developers to gather and maintain current information on available properties and local opportunities.

##### *Sector Work & Business Visitation Program*

- Engage in proactive business/ sector research and corporate business visitations in conjunction with Senior Economic Development Officer to support local business retention and expansion.
- Assist in sector-specific research and initiatives, participate in business and working group meetings, and event planning activities to support strategic goals.

#### Marketing & Promotional Content Creation

- Collaborate with Milton's Strategic Communication staff to develop marketing/promotional materials, digital marketing content and promotional campaigns, as the subject matter expert, to highlight the Town's value proposition.

- Lead content creation for division, including drafting annual report content, website content, investment attraction collateral and digital marketing campaign materials, in collaboration with the Town's Strategic Communications team

#### Research, Trend Analysis & Reporting

- Conduct economic research with trend analysis to support internal and external reporting on a range of properties and land parcels, as well as sector related initiatives.
- Provide analysis and reporting on demographic, economic, building permit, investment and major construction data for internal use, investment inquiries, and reporting to Council
- Maintains competitive benchmarks and proposes recommendations for improvements to department services (e.g. marketing tactics, improvements to programs, etc.)
- Monitor and report on department key performance indicators (KPIs)

#### Education and Experience

- Bachelor's degree/diploma in Economic Development, Business Administration, Public Policy or a related field.
- Complementary post-graduate degree, diploma or certificate considered an asset.
- Completion of EDAC certification and/or Certified Economic Developer (Ec.D) designation preferred.
- A minimum of 2 years' experience in economic development or a related field required. 3-5 years' experience in economic development or a related field preferred.
- Experience working in a local municipal economic development organization, working directly with business owners, and direct experience implementing economic development strategies preferred.
- Experience in creating marketing and promotional material, using social media tools for business attraction, and developing campaign content used to spur economic investment preferred.
- Demonstrated knowledge of principles and practices related to community planning, development and land use/growth management concepts preferred.
- Knowledge and experience of economic development principles and strategies.
- An understanding of land planning uses and development processes.
- Knowledge of economic development digital site selection tools and resources, including key real estate databases (CoStar/ Zoom Prospector)
- Proficiency in Microsoft Office Suite, GIS mapping, and data analysis tools
- Knowledge of municipal decision making and governance (Knowledge of Municipal Act and municipal planning legislation) preferred

**Hourly Range:** \$82,755 - \$103,443 (based on a 35 hours work week.)

Interested applicants should apply online at [www.milton.ca](http://www.milton.ca) under the Employment Opportunities section. The job posting closes at 12:00 am on March 19, 2024. Interested applicants, please ensure to apply by 11:59 pm on March 18, 2024.

In accordance with the Freedom of Information and Privacy legislation, applicant information is collected under the authority of the Municipal Act and will be used strictly for candidate selection.