

Venture Kamloops
Economic Development Specialist
Job Overview

Location: Kamloops, British Columbia

Job Opportunity: Full-time, on site

Closing Date: Open until filled

Salary Range: \$64,505 - \$75,949

Description

Reporting to the Executive Director and working with the VK team, this position is responsible for the execution and implementation of economic development initiatives in the areas of business attraction, retention and expansion to support business within the City of Kamloops.

This position is eligible to participate in the optional four-day work week program. Qualified applicants are invited to apply to this great opportunity and contribute to the growth and success of Kamloops.

To be successful we are looking for someone who has demonstrated experience in creating, implementing and maintaining economic development strategies, programs and services. You have strong knowledge of local, regional, national and international economic matters and possess a client first mindset. The ideal candidate has a strong ability to develop and maintain strong relationships and partnerships, a strong network and is able to prospect new relationships. You are proficient in major social media platforms, understand platform-specific best practices, and have the ability to analyze social media metrics and extract actionable insights.

You have demonstrated proficiency in all forms of communication, particularly verbal and written together with strong organizational skills, organizational commitment, and ability to align with the organizational values and priorities. You must have the ability to respect and maintain confidentiality, be professional at all times, and analyze, report, and present on data and findings.

City of Kamloops

The population & economy of Kamloops, B.C. has been rapidly growing in the past 5 years due to its affordable lifestyle, career opportunities, and friendly small-town atmosphere. It's the 5th fastest growing metro area in Canada with over 100,000 people, providing the amenities of a larger centre and easy access to major cities like Vancouver and Kelowna. With over 2,000 hours of sunshine a year, a low amount of rainfall, and a strong sense of community, Kamloops is an ideal place to build a career, start a business, or raise a family.

Key Job Functions

Business Attraction

Implement business attraction initiatives to increase the awareness of Kamloops to external marketplaces by:

- Building and maintaining a prospect list of key companies, centres of influence and associations to increase the awareness of the opportunities in Kamloops.
- Building and maintaining relationships and networks with local and external key stakeholders to assist with the investment and business attraction initiatives.
- Initiating and maintaining strategic relationships with prospective business relocation decision makers.
- Participate in national and international sales missions to identified markets and sectors to promote and encourage business growth.
- Identifying market opportunities by analyzing sector and market news and trends, assessing the competitive marketplace, examining emerging trends and opportunities and identifying community strengths and competitive advantages.
- Planning and executing external business attraction and relocation presentations to key business associations, government agencies, and centres of influence to encourage relocation or expansion in our market.
- Coordinating and undertaking business prospect familiarization and site selection tours.

Business Retention and Expansion (BR&E)

- Assist with the development and implementation of an ongoing BR&E survey to local businesses, associations, industry sectors and professional organizations to determine business needs, investment opportunities, barriers and potential solutions facing the business community.
- Compile and report information to assist with the development of new programs and focus for VK.
- Network and develop strategic partnerships with the local business community, associations and all levels of government and industry associations to promote and facilitate business retention and expansion services.
- Assist with the development of reducing key barriers to growth and expansion for businesses.
- Maintain a business start-up resource and referral programs to promote economic gardening by:
 - Identifying research and delivering information for new entrepreneurs.
 - Providing first step assistance to prospective entrepreneurs.
 - Facilitating and supporting the VK Advisors Program.
 - Assisting with the maintenance of the entrepreneurial intake system including meetings, follow up and reporting.

Information & Resources

- Become conversant in data provided by Canadian Census data, StatsCan, BCStats and other relevant data agencies.
- Prepare, draft and implement marketing tools to promote VK service and programs, in collaboration with VK staff and contractors.

- Work with the VK team and contracted marketing agency to maintain VK online resources, including website and social media.
- Produce, curate, and manage engaging content for social media platforms, including text, image, and video content.
- Monitor and engage with audiences on various social media platforms, fostering a positive community and addressing customer inquiries or concerns.
- Use social media analytics tools to track key performance indicators (KPIs), analyze trends, and prepare regular reports.

Other

- Participate and attend relevant and approved industry association conferences and trade shows to promote the City, build networks and contacts and gain industry knowledge.
- Respond to all inquiries regarding economic development.
- Work collaboratively with VK staff to support the vision and mandate of VK.
- Assist with the development of the annual VK work plan; ensure an implementation plan is developed, monitored and reported on.
- Maintain a client management procedure and tracking system that includes prospecting, reactive inquiries, follow up and customer management activities.
- Work with relevant community organizations in developing and delivering programs and initiatives.
- Performs other related duties as required.

Working Conditions

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- Ability to sit at a desk for long periods of time, performing repetitive tasks using office equipment.
 - Ability to travel, work after hours and occasional weekends as required.

Required Education/Professional Qualifications

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- University degree in Commerce, Economics, Business Administration or related field with a minimum of one (1) year's recent, related experience.
 - Certification in Economic Development (eg. Ec.D or C.EcD,), marketing/advertising, or commercial real estate sector experience an asset.

An equivalent combination of education, skills and experience may be considered.

*Please email resume and cover letter to janderson@venturekamloops.com

We wish to thank all applicants for their interest and effort in applying for this exciting opportunity, however, only candidates selected for interviews will be contacted.