



Economic Development Specialist – Business Development

Competition number: RR 2024075
Department: Economic Development
Salary Range: \$94,549.00 - \$112,385.00
Close Date: August 20, 2024 at 11:59pm MST

ABOUT US:

The City of Spruce Grove is a fast growing, dynamic city committed to building and maintaining a fiscally responsible community that serves our residents, attracts visitors, and promotes future growth.

The “Values, We Live By” are accountability, communication, leadership, integrity, and respect while we work towards maintaining a work/play balance.

We are an organization that cares, an organization that is committed to our city and committed to you. The City of Spruce Grove is committed to public service, where everyone feels empowered to contribute their best work. We believe that by working together in a spirit of collaboration and respect, we can achieve great things.

POSITION OVERVIEW:

The Economic Development Specialist – Business Development is responsible for supporting business start-ups, retention and expansion by providing advisory services and helping businesses navigate the many programs available in the broader business ecosystem. This will include identifying specific business needs, helping businesses connect with the resources and support they need, and providing a point of engagement with City Administration.

The position will be responsible for managing and delivering the new Early-Stage Business Support program which is targeted at improving the success rate of businesses at start-up and in their early years of operation. This will involve input into the final design and evolution of the program including the development of partnerships and relationships with other business support organizations. The position will offer many of the attributes of a virtual business incubator.

This position reports to the Director of Economic and Business Development.

This is a full-time permanent position with a salary range of: \$94,549.00 - \$112,385.00.

RESPONSIBILITIES:

- 1. Manage and Deliver the Early-Stage Business Support Program**
 - Oversee the final design, implementation and delivery of the new Early-Stage Business Support Program to improve the success rate of start-ups and early-stage businesses.
 - Negotiate collaborative and partnership agreements with other agencies which offer business support services and resources including Community Futures, Greater Parkland Chamber of Commerce, Edmonton Unlimited, City Centre Business Association, etc.
 - Negotiate with Community Futures for the extension of the SmartStart Program to Spruce Grove including access to seed funding resources.
 - Manage the development of a business mentorship network to provide coaching and support to early-stage businesses in Spruce Grove.

- Develop and implement recommendations on how the Program can be adapted or improved to address the specific business ecosystem in Spruce Grove.
- Develop and deliver outreach program(s) targeted at start-up and early-stage businesses intended to foster effective communication and engagement.
- Perform ongoing business needs assessment to determine what types of support is required.
- Monitor, evaluate and report on the health and activity levels of the business community in terms of new business formation and success rates.
- Provide advice to businesses on access to information resources and support services that address specific issues or help identify opportunities.
- Facilitating and helping businesses navigate municipal processes to make it smooth and simple for them to obtain permits and compliances from the City.

2. Retain and Grow the Existing Business Base

- Develop and deliver an outreach visitation program targeted at start-ups and early-stage businesses intended to foster effective communication and engagement.
- Provide business consultation services to businesses including timely access to information resources, programs and support services that address specific issues or help identify growth opportunities.
- Support clients starting a business or pursuing expansion or scale-up opportunities by providing services such as identifying properties, helping to navigate the development approval process and supplying information on market demographics and workforce availability.
- Work with the other Economic Development Specialists to identify key businesses for retention and expansion where engagement should be prioritized.
- Assess needs and opportunities to support entrepreneurial activity and home-based businesses in the community and what role the City can take.

3. Collect and Synthesize Information and Prepare Analytical Reports

- Incorporate information from client engagement into the HubSpot CRM to establish a database on program metrics and a base for evaluating program performance.
- Perform ongoing business needs assessment to determine what types of support are required and bring forward recommended actions.
- Monitor, evaluate and report on the health and activity levels of the business community through utilization of data sources and the development of new tools such as surveys.
- Maintain knowledge of land use, zoning, and development approval processes, as well as federal and provincial programs and services to assist business.
- Compile and update relevant economic data and trends as required for distribution to local businesses which help to inform and assess growth opportunities.

4. Customer Service and Relationship Building

- Respond to inquiries from the business community concerning development, business expansion and retention opportunities.
- Facilitate and help businesses navigate municipal processes to make it smooth and simple for them to obtain permits and compliances from the City.
- Liaise with businesses and various stakeholder groups to provide information, facilitate meetings, and foster local networks.
- Foster strong relationships and communications with other Specialist positions In the Department to ensure a seamless delivery of services, local and regional economic development entities such as the Greater Parkland Regional Chamber of Commerce, the City Centre Business Association, other municipalities as well as internal municipal departments.
- Partner with other business support organizations to collaborate on access to and delivery of services.
- Develop mentorship networks to support early-stage businesses.

- Responsible for implementation and delivery of this early-stage business support program.
- Responsible for marketing the program and will be the “face” of the City in terms of outreach and engagement with the business community.

5. Other Duties

- Understand and adhere to City policies, procedures, and standards, whether written or implied, as amended from time to time.
- Contribute to a positive safety culture by always acting in a safe manner and complying with City safety policies and procedures for staff and contractors.
- Act as a steward of the City's Corporate Culture by following the “Values, We Live By”.
- Perform other job-related duties.

REQUIRED QUALIFICATIONS:

- A bachelor’s degree or diploma in business administration, economics, community economic development or related field.
- A minimum of five (5) years’ experience in a role related to economic development, business management, planning or related area.
- Advanced communication skills and excellent presentation skills.
- Excellent interpersonal skills.
- Excellent collaborative negotiation and problems solving skills.
- Ability to work effectively and professionally with all levels within the organization and externally.
- Ability to effectively transfer ideas, concepts, and information into effective and efficient strategies.
- Ability to develop, implement and evaluate innovative plans.
- Ability to work both independently as well as within a multifaceted team environment.
- Strong customer service orientation and the ability to build positive, productive business relationships.
- Ability to exercise tact and diplomacy in interpersonal dealings which are difficult, highly sensitive and confidential and may involve exposure to the media or public criticism.
- Ability to analyze and interpret administrative procedures, regulations, legal documents, and legislation.
- Enhanced knowledge of Microsoft Outlook, Word, Excel, Teams, and PowerPoint,

ASSET QUALIFICATIONS:

- An Economic Development (Ec. D) designation.
- Membership in the Economic Developers Association of Canada.
- Membership in Economic Developers Association of Alberta.

CONDITIONS OF EMPLOYMENT:

- Class 5 Driver’s License.
- Must obtain a satisfactory review of a three-year Driver’s Abstract, with a maximum of six demerits.
- Criminal Record Check Clearance.

IMPACT AND MAGNITUDE OF JOB:

- This position does not have direct reports.
- This position does not have budget accountability.

- This position is operational in nature in that it provides support and administration of a program across the Organization.

WHY WORK FOR US?

- Competitive annual salary
- Pension
- Medical & Dental Benefits
- Life Insurance
- Wellness Initiatives
- Work/Life Balance
- Recognized General Holidays
- Leave Options
- Flexible Work Arrangements
- Perks
- Positive Work Atmosphere
- Employee Awards
- Volunteer and Fundraising Opportunities
- Professional Development

NEXT STEPS:

- Please visit www.sprucegrove.org/careers for more information and to apply.
- Only those candidates selected for further consideration will be contacted.