



Job Description

Position: Economic Development Officer	Date of Last Revision: April 3, 2024
Reports to: Clerk	Department: Clerk's Department

Purpose:

Reporting to the Clerk, the Economic Development Officer is responsible for planning and facilitating community and economic development initiatives. This role identifies and promotes opportunities for relevant programming, community activities/projects, business development, and tourism. This role also develops, updates, and implements the Strategic Economic Development Plan and maintains and develops lease agreements for municipal properties where required. Collaborating with local and non-local organizations, businesses and individuals, the incumbent works at both a strategic and hands-on level to ensure optimal economic development and tourism within the Township.

Duties and Responsibilities:

1. Identify growth opportunities within the Township that will stimulate private sector investment and service expansion including promotion of the Community Improvement Plan.
2. Identify and develop new and existing opportunities for retaining and attracting businesses to the area.
3. Maintain current and timely knowledge of business trends, regulatory developments, and relevant government legislation, procedures, and policies.
4. With assistance from the municipal solicitor, negotiate and complete lease agreements for all municipal properties, including leases for cell and internet towers. Utilize Innovation, Science and Economic Development (ISED) regarding any new towers in the Township.
5. Act as a first point of contact for Township businesses and organizations when they request economic development support or information and act as a liaison to other internal departments within the Township.
6. Work directly with local businesses to facilitate access to municipal processes and referrals to other economic development support agencies

- including visiting businesses in the Township of North Kawartha to develop relationships.
7. Liaise with local community organizations including but not limited to the Peterborough Chamber of Commerce.
 8. Work with government partners at the provincial, federal, and municipal levels to identify and track programs and services that will assist rural businesses.
 9. Maintain knowledge or an understanding of rural land use, zoning, and development approval processes for this region.
 10. Maintain the surplus property list and, with Council's approval, work with Peterborough & Kawartha Economic Development to market available properties and consider other recommendations for use of surplus properties.
 11. Research, develop, track, and analyze rural demographic and economic information for internal and external use. Update data as required.
 12. Liaise between potential investors, business and property owners and the Building and Planning department and provide input into Building and Planning processes that relate to economic development activities.
 13. Prepare economic impact reports for each new capital investment in the region.
 14. Develop, update, and implement the Strategic Economic Development and Tourism Plan consisting of any strategic planning related to economic development and tourism.
 15. Host and participate in any public roundtables and meetings to generate ideas as required and remain current on regional economic development initiatives.
 16. Create and maintain professional networks with relevant stakeholders, including but not limited to community leaders, businesses, organizations, potential investors, and regional committees.
 17. Update the website and social media platforms and publish newsletters in regard to economic development and tourism.
 18. Research and actively seek out funding and grant opportunities that will support and promote community development and improvement programs, economic development, and tourism.
 19. Assist business start-ups and expansions by connecting them with local resources such as the Business Advisory Centre, the Community Futures Development Corporation, the Kawartha Manufacturers Association, etc.
 20. In collaboration with regional tourism agencies, lead marketing and communication initiatives that will promote the Township as a business

- and tourism destination. Assist with the development of related advertising, promotional and marketing materials as required.
21. Work with Peterborough & the Kawarthas Tourism, OMAFRA, off road vehicles and snowmobile clubs and other organizations on economic development and tourism initiatives.
 22. Attend all Council, internal committee, and external partner meetings as required.
 23. Ensure the confidentiality of all information in accordance with the Municipal Freedom of Information and Protection of Privacy Act.
 24. Protect own health and the health of others by adopting safe work practices and reporting unsafe conditions immediately. Follow all guidelines for employees and employers as legislated under the Ontario Occupational Health and Safety Act.
 25. Other duties as assigned.

Supervision:

This position does not have any supervisory responsibilities.

Working Relationships:

Internal:	Mayor and Council Municipal Staff	CAO, Manager and colleagues Internal committees
External:	General Public Tourism Agencies Regional Associations External colleagues	Municipal Government Regional Businesses Local Economic- Development Committees

Skills and Competencies:

- Ability to interpret and apply policy and legislation
- Strong decision-making and problem-solving ability
- Excellent oral and written communication skills
- Negotiation skills
- Strong organizational ability
- Excellent marketing and public relations skill
- Initiative and creative thinker
- Excellent customer service ability
- Presentation skills and ability to speak effectively in front of a group
- Strong research and analytical ability
- Sense of collaboration and ability to work in a team environment.

- Excellent Time management and ability to work under deadlines.
- Ability to deal with frequent interruptions and competing priorities.
- Exceptional attention to detail
- High-level of tact, discretion, and confidentiality

Knowledge, Training and Qualifications:

- A degree in Community Economic Development, Business Management, Public Administration, or related field.
- Certification by the Economic Developers Association of Canada or ability to pursue certification is considered an asset.
- Preference for experience in a municipal environment.
- Proven experience in business development and relationship management.
- Knowledge and experience using a wide range of computer programs such as: MS Office (Word, Outlook, Excel, Access, PowerPoint), Great Plains software, accounting software and Keystone Complete.
- Understanding of the importance of GIS and other tools in supporting community development.
- Valid Class G driver license.
- In accordance with Township policy, this position requires as a condition of employment that you provide a Criminal Record Check that is acceptable to the Township.

Working Conditions:

Typical climate-controlled office environment with occasional regional travel to attend meetings and openings. Work activities require visual and mental concentration for intermediate durations of time. Standard office hours, Monday through Friday, with occasional extended hours on evenings or weekends. Occasional lifting and carrying of items weighing less than 30lbs (i.e. office supplies).

Please note: The above statement reflects the general details considered necessary to describe the principal functions of the job identified and shall not be considered as a conclusive description of all work required in the position. This job description may be subject to change to meet organizational, resident, or operational requirements.

Reviewed by:

Employee

Date

Manager

Date

Chief Administrative Officer

Date