



WHERE PEOPLE ARE THE KEY

Economic Development Officer Job Description

Department	Planning Services
Reports To	Director of Planning Services
Job Description Approval Date	May 26, 2021

POSITION SUMMARY:

Reporting to the Director of Planning Services, the Economic Development Officer (EDO) position is responsible for developing and implementing the economic growth/development strategies, marketing plans and projects to support the County's economic development priorities and initiatives.

The EDO works directly with businesses, community groups and other stakeholders to develop partnerships, and implement economic development activities to attract new business, and retain and grow existing business.

KEY DUTIES AND RESPONSIBILITIES:

1. In consultation with other County departments and stakeholders develop and implement the County's Economic Development Strategy to attract new business investment and diversify and expand the local economy.
2. Establish, foster, and maintain positive relationships with partners, stakeholders, and other levels of government, to broaden awareness of investment opportunities in the County. Conduct visitation programs and other networking activities. Identify opportunities for growth, investment, and prosperity.
3. Develop and utilize effective marketing and promotional tools for business development, including advertising, events, trade shows, promotional items, social media, presentations, and initiatives.
4. Prepare and present economic development information to a variety of internal and external groups, including Council.
5. Maintain accurate and relevant demographics, statistics and inventory of available commercial/industrial land and buildings.
6. Work with the Communications department to ensure that print and website information is relevant and current.

7. Respond to requests for information regarding business and economic development and facilitate the business development efforts of investors and developers, where appropriate.
8. Prepare and provide information, alternatives, or marketing material about the regional and individual communities to assist prospective investors in making informed business decisions.
9. Facilitate meetings involving clients and various County departments or stakeholders, and prepare written reports as required, to assist with their development plans.
10. Conduct surveys, analyze data, and develop social and economic profiles on relevant economic, demographic and other trends and forecasts.
11. Prepare departmental reports, Council agenda items, etc., and make recommendations to Council and senior management regarding economic development initiatives.
12. In consultation with other County departments, develop policies and administer programs to promote investment in the County.
13. Develop and monitor economic development measurable outcomes and report on such outcomes, as required.
14. Assist in the development and maintenance of the County's economic development budget.

GENERAL DUTIES AND RESPONSIBILITIES:

1. In accordance with the Lacombe County Occupational Health and Safety manual, perform responsibilities in a safe and effective manner in order to minimize the risk of injury, property damage, environmental damage or loss of life.
2. Assist other County personnel as time permits. Cooperation and assistance among staff is required due to varied peak work periods and overlapping duties.
3. Develop a good knowledge of the County's operations and personnel.
4. Maintain the confidentiality of all records in the office and only release information in accordance with County policy and applicable legislation.
5. Maintain effective public relations with other County employees, ratepayers and the general public and present a positive County image.

6. With the approval of the Director of Planning Services and at the expense of the County, attend seminars, workshops and courses with the objective of improving knowledge and skills related to performing assigned job duties.
7. Participate in workplace safety initiatives and meetings as required. Report to work fit for duty.
8. Perform such other duties and responsibilities as may be assigned from time to time.

QUALIFICATIONS:

1. Knowledge and skills normally associated with completion of a University degree in the areas of Economic Development, Rural Planning, Marketing, Communications, and/or Business Administration, or a relevant field, plus five or more years of direct economic development experience, preferably in a municipal setting. An equivalent combination of education and experience may be considered.
2. Ability to foster and maintain positive effective professional relationships with diverse internal and external stakeholders in an open and ethical environment.
3. Proven ability to communicate on a confidential basis and respectful level with staff, business representatives, elected officials and the public.
4. Ability to organize thoughts in a logical and persuasive fashion and express those thoughts in conversation, writing and formal oral presentations is a critical skill requirement.
5. Ability to work independently and with a minimum amount of supervision to effectively assess and manage complex tasks and projects, present alternative solutions and achieve objectives in a timely manner.
6. Considerable knowledge of economic development, marketing, land development and business sustainability required.
7. Proven competency with Microsoft applications (Word, Excel, Power Point, Outlook), desktop publishing, social media and website design and maintenance.
8. Experienced in project and program development and implementation.
9. Strong ability to gather information through researching or other methodologies, analyze data and generate reports.

10. Ability to maintain active membership in the Economic Developers Alberta (EDA) organization.

11. Valid Class 5 driver's license, with an acceptable driver's abstract.

WORK ENVIRONMENT AND PHYSICAL CHARACTERISTICS:

The employee works in an office environment and uses a computer, telephone and other office equipment as needed to perform duties. The noise level in the work environment is typical of that of an office. The employee may encounter frequent interruptions throughout the workday.

This position works with the public on a regular basis (external customers, organizations, groups, etc.) and must display awareness, tact, and diplomacy at all times. This position attends various public occasions which can involve interviews with the media. As such, statements and actions taken have a significant, immediate, and continuing impact on relationships with external organizations and public image.

This position has various sedentary components to it including sitting for long periods of time. Also, the employee is required to talk, hear, and use hands and fingers in a repetitive motion to operate office equipment. Close visual acuity is required to view the computer monitor and perform reading of various types of documents.

Occasionally, the position is required to exert up to 10 pounds of force to lift, carry, push, pull or otherwise move objects.

Due to the responsibilities of this position, working some evenings and irregular hours will be required. Some travel is also required.