



JOB DESCRIPTION

Job Title: Community Economic Development Officer
Direct Supervisor: Chief Administrative Officer
Hours: Full-time (as per Agreement)
File Reference: 07-2560-02

Affiliation: EXEMPT
Salary: \$95,000/Yr (2021 Rate)
Date Approved: Dec 17, 2020

Position Summary

Reporting to the Chief Administrative Officer, the Community Economic Development Officer (CEDO) is responsible for creating an economic environment focused on attracting and retaining commercial businesses while advancing economic, environmental, and social goals. The CEDO is also responsible for the design and implementation of the community economic development strategy for the District of Sooke which will, among other initiatives, stimulate business activity and investment in the District.

Engagement, communication and relationship-building will be crucial to promoting and achieving sustainable growth through the expansion and retention of existing businesses and attraction of new businesses into the District.

These goals and objectives will be achieved in a manner that is consistent with Council's environmental goals (consistent with environmental best practices) and nurtures the community's (the District's citizens) well-being.

Nature & Scope of Work

1. Develops strategic plans, policies, programs, services, and objectives which reflect the vision and priorities of Council to promote community economic development in the District.
2. Designs creative strategies to attract business, entrepreneurs, and opportunities in line with the District's brand including businesses growing, expanding, and providing substantial employment opportunities in the community.
3. Liaises and builds partnerships with key stakeholders, developers, business and industry representatives, service providers, First Nation communities, local and senior government authorities, and other external groups to advance the District's community economic development goals.
4. Provides a central point of expertise and accountability to Council, staff, and the community on the management and delivery of community economic development strategies.
5. Plans, schedules, and carries out community economic development program activities, including initial planning, feasibility determination, community involvement and acceptance, implementation with project timetables, reviews, and evaluation.
6. Collaborates with the leadership team to ensure a coordinated effort and effective integration in the provision of services, both internally and to the public.
7. Develops and implements a comprehensive marketing plan to promote the District to potential investors, including the development and distribution of marketing materials.
8. Conducts research and provides information services on matters of economic health, business issues and economic trends; maintains a database of information on the availability of land, building and other facilities conducive to the proportion of business and industrial development; and responds to enquiries regarding economic data, trends and resources related to economic development opportunities.
9. Works with stakeholders to develop and implement a business retention and expansion program that identifies obstacles to business development and opportunities for growth. Works with staff, business, and community organizations to find appropriate solutions to short-term and long-term issues.
10. Provides formal departmental representation in various settings as required including Council, committees, working groups, media, trade shows, associations etc., and makes presentations to business and community groups to influence positive community economic development initiatives and decisions.

11. Conducts comprehensive technical studies and reports regarding complex land use, planning and various policy matters. Obtains legal and professional advice as appropriate and presents and participates in reports for review by the Director of Planning and Development, Chief Administrative Officer (CAO), and the Community Economic Development Committee.
12. Applies for or supports cooperative applications for funding programs that advance community economic development initiatives and programs in the District.
13. Prepares contract specifications and oversees the administration of request for proposals, contract documents, and tender documents, as well as overseeing large capital project coordination where contract administration may be awarded to consultants.
14. Creates presentation and marketing materials and may host workshops/open houses.
15. Identifies and assesses information which could have significant community economic impact on the District including implementing systems required for effective collection and analysis of data.
16. Provides regular reports showing progress towards goals and objectives including the preparation and administration of departmental operating financial plans in accordance with District policies.
17. Prepares an annual community economic development budget and five-year Financial Plan submission.
18. Ensures full departmental compliance with all federal, provincial, and District regulations, standards, guidelines, and policies.
19. Promotes a safe workplace, ensuring all established safety procedures are followed.
20. Performs other related duties as required.

Knowledge, Abilities & Skill Requirements

1. Ability to function efficiently with limited direction, to establish and maintain effective working relationships with municipal officials and other employees, and to meet and successfully serve the public on a continuing basis.
2. Ability to maintain confidentiality of matters as required.
3. Ability to work well under pressure and to a deadline.
4. Ability to work varied hours and travel to off-site meetings as necessary to meet the requirements of the position.
5. Ability to research techniques with exceptional analytical skills; ability to access and use information and statistics.
6. Ability to understand political issues and exercise sound judgment in dealing with ramifications of decisions at a senior management level keeping the organizational goals of the District as the paramount concern.
7. Ability to collaborate with inter-disciplinary teams to meet business challenges and create opportunities.
8. Thorough knowledge of business English.
9. Thorough familiarity and proficiency with Microsoft Office, databases.
10. Knowledge of Tempest and SharePoint are considered an asset.
11. Working knowledge of related municipal legislation, i.e. *Local Government Act, Community Charter*.
12. Working Knowledge of asset management, budgeting, estimating, and costing procedures.
13. Working Knowledge of and skills in municipal sustainability planning.
14. Knowledge of current and evolving land use planning.
15. Knowledge of current and evolving community development practices based on Sustainable Development Goals.
16. Knowledge of budget formulation and maintenance processes.
17. Knowledge of economic development programs such as workforce training and support.
18. Superior interpersonal, written, and verbal communication skills including public speaking, negotiating, mediation, and presentation skills.
19. Ability to effectively read and interpret information, present numerical data in a resourceful manner, skillfully gather and analyze information and ability to present to the public and Council.

20. Ability to be a self-starter and exercise independent judgment.
21. Excellent organizational and time management skills, the ability to prioritize work and have a high attention to detail.
22. Demonstrate proficiency in the core competencies of:
 - a) Adaptability: Willingness to be flexible in a changing environment
 - b) Relationship Building: Establishes and maintains respectful and cooperative working relationships
 - c) Effective Communication: Communicates effectively with others
 - d) Problem Solving: Recognizes and acts to resolve problems
 - e) Organization: Organizes work so that others will understand it, in order to achieve District goals
 - f) Customer Focus: Provides excellent service to both internal and external customers

Training & Experience Requirements

1. Post-secondary degree in economic development, commerce, marketing, urban, rural, or regional planning, public or business administration, or a related field.
2. Demonstrated experience in Sustainability Planning.
3. Completion of the National Certification Program for Economic Developers and supervisory training and experience are considered an asset.
4. Seven (7) years' experience of progressively responsible experience in community economic development or closely related field in local government, or equivalent combination of training and experience would be considered.
5. Experience in the development of departmental and corporate long-range plans as well as budget formulation and reporting processes.
6. Project management training and experience is considered an asset.
7. Valid Class 5 B.C. Driver's Licence.

The previous statements reflect the general duties considered necessary to describe the principle functions of the job identified and shall not be construed as a detailed description of all work requirements that are inherent in the job.

APPROVED BY:

Norm McInnis
Chief Administrative Officer

Date