



## **JOB DESCRIPTION**

**Job Title:** Community Economic Development Officer  
**Reports To:** Chief Administrative Officer

**Affiliation:** EXEMPT  
**Hours per Week:** 35  
**Approval Date:** Jul 28, 2022

### Position Summary

Reporting to the Chief Administrative Officer (CAO) and working closely with the Director of Planning and Development, 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 through the lens of Low Carbon Resilience. The CEDO is also responsible for the implementation of the Community Economic Development Strategy and supporting the Climate Action Plan for the District of Sooke which will, among other initiatives, stimulate business activity and investment in the District while promoting climate action mitigation and adaptation strategies.

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, climate action and Low Carbon Resilience to nurture community well-being.

### Nature and Scope of Work

1. Develops strategic plans, policies, programs, services, and objectives which reflect the vision and priorities of Council to promote and achieve Low Carbon Resilient community economic development in the District.
2. Designs creative strategies to attract new business, entrepreneurs, and opportunities and to support existing businesses with growing, expanding, and providing substantial employment opportunities in the community.
3. Moves the District and community towards greater integration of climate action and community economic development through the collaborative implementation of the District's Climate Action Plan with District departments and community members.
4. 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.
5. Provides a central point of expertise and accountability to Council, staff, and the community on the management and delivery of community economic development strategies.
6. 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.
7. Collaborates with the leadership team to ensure a coordinated effort and effective integration in the provision of services, both internally and to the public.
8. Leads the development and implementation of a comprehensive marketing plan to promote the District to potential investors, including the development and distribution of marketing materials.
9. Conducts or coordinates research and provides information services on matters of economic health, business issues and economic trends; develops and maintains a database of information on the availability of land, building and other facilities conducive to business and industrial

development; and responds to enquiries regarding economic data, trends and resources related to economic development opportunities.

10. 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.
11. 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.
12. Manages the delivery of or 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, CAO, and applicable committees of Council.
13. Applies for or supports applications for funding programs that advance community economic development initiatives and programs in the District.
14. Prepares contract specifications and oversees the administration of request for proposals, contract documents, as well as project coordination where contracts are awarded to consultants.
15. Creates presentation and promotional materials and hosts workshops and open houses.
16. 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.
17. Provides regular reports showing progress towards goals and objectives including the preparation and administration of departmental operating financial plans in accordance with District policies.
18. Prepares an annual community economic development budget and five-year Financial Plan.
19. Ensures full departmental compliance with all federal, provincial, and District regulations, standards, guidelines, and policies.
20. Promotes a safe workplace, ensuring all established safety procedures are followed.
21. Performs other related duties as required.

#### Knowledge, Skills, and Abilities 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 at all times.
3. Ability to work varied hours and travel to off-site meetings as necessary to meet the requirements of the position.
4. Ability to conduct research with exceptional analytical skills; ability to access and use information and statistics.
5. Ability to effectively plan, organize, set priorities, and work well under pressure and to a deadline.
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 engage with citizens, businesses, and organizations in the community, and build consensus for community economic development strategies and actions.
8. Ability to collaborate with inter-disciplinary teams to meet business challenges and create opportunities.
9. Thorough knowledge of business English.

10. Thorough familiarity and proficiency with Microsoft Office Online, records management application, and land management application, and the ability to learn other software systems as required.
11. Working knowledge of adopted District document management practices.
12. Working knowledge of the operations and functions of other District departments.
13. Working knowledge of related municipal legislation, including *Local Government Act* (“LGA”), *Community Charter*, and *Freedom of Information and Protection of Privacy Act* (“FOIPPA”).
14. Working knowledge of, budgeting, estimating, and costing procedures.
15. Working knowledge of and skills in municipal sustainability planning, the United Nations Sustainable Development Goals, and community economic development.
16. Working knowledge of BC’s climate action policies and initiatives, and the local government role in climate action.
17. Knowledge of current and evolving land use planning.
18. Knowledge of the labour market and workforce training and support.
19. Superior interpersonal, written, and verbal communication skills including public speaking, negotiating, mediation, and presentation skills.
20. Strong interpersonal skills and written and verbal communication skills.
21. Ability to be a self-starter and exercise independent judgment.
22. Excellent organizational and time management skills, the ability to prioritize work and have a high attention to detail.
23. Excellent organizational and time management skills.
24. Excellent team building skills.

#### Training and Experience Requirements

1. A post-secondary degree in economic development, commerce, marketing, urban, rural, or regional planning, public or business administration, or equivalent.
2. Completion of the National Certification Program for Economic Developers.
3. A minimum of seven (7) years’ experience of progressively responsible experience in community economic development or closely related field in local government.
4. Demonstrated experience in Sustainability Planning.
5. Experience in the development of departmental and corporate long-range plans as well as budget formulation and reporting processes.
6. A valid Class 5 BC Driver’s Licence.
7. A satisfactory Criminal Record Check.

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*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:

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Matthew Pawlow  
Director of Planning and Development

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Date

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Don Schaffer  
Interim Chief Administrative Officer

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Date