



Job Description

West Parry Sound Economic Development Officer

Position Overview:

The Economic Development Officer's key role is to promote, support, increase and strengthen the business communities of West Parry Sound including the municipalities of Whitestone, Carling, McKellar, Parry Sound, McDougall, The Archipelago and Seguin. This position focuses on business attraction, and business retention/expansion, through business support / advocacy, communication and collaboration, marketing, research and analysis in the manufacturing, technology, construction and the tourism sectors.

The EDO will support the development of a range of housing options and support area wide high speed broadband infrastructure access, both of which are critically needed to attract investment and growth.

The EDO will be an effective relationship builder, connector, influencer and facilitator who will promote, develop and grow targeted community sectors.

Reports to:

The West Parry Sound Economic Development Collaborative Steering Committee on a monthly basis or as directed. Day to day supervision is provided by the Chair and Vice Chair of this Steering Committee.

Duties and Responsibilities:

- Assist businesses, industry and agencies with the economic recovery of West Parry Sound from the COVID-19 Pandemic
- Stimulate economic development projects within West Parry Sound.
- Promote the development of new housing options to support business growth and attraction.
- Support the expansion of high speed broadband infrastructure to underserved areas in West Parry Sound.
- Deliver economic development services to local area municipalities encompassing business attraction, business expansion, innovation, entrepreneurship, advocacy, business expeditor activities and new enterprise development.
- Research and provide site selection data and information to industrial and commercial clients and site selectors and liaise with local businesses to arrange site visits.
- Conduct business outreach and prepare studies/reports for prospective business clients regarding new or expanded businesses in orders to facilitate their decisions on locating new investment in West Parry Sound.
- Organize and implement a business retention and expansion plan and strategy (BR+E) with the support of local municipalities.

- Conduct on-site visits with business clients and provide business retention and expansion assistance in support of their business growth and investment needs.
- Undertake initiatives to support business growth and population growth.
- Work with existing, and identifying new business sub-sectors promoting growth opportunities (conduct a GAP Analysis).
- Support the growth of current businesses through business strategies and maintain a pro-active outreach program to target sectors.
- Initiate and maintain a contact program with identified prospect firms, industry associations, government representatives and other intermediaries to promote the West Parry Sound area.
- Provide general advice to local businesses on funding opportunities and support services.
- Maintain effective communications and network with agencies, organizations, government bodies and individuals capable of identifying, influencing or directing new economic development, and business growth and investment opportunities to the West Parry Sound area.
- Maintain an accessible and professional online presence
- Provide service to the development community regarding navigating the development permitting process in cooperation with the West Parry Sound municipalities.
- Establish and maintain external strategic relationships with the real estate community business leaders, developers, financial institutions and investors.
- Collaborate and partner with the West Parry Sound municipalities, industry stakeholders, academic institutions and Provincial/Federal governments to support economic development initiatives.
- Track project milestones and deliverables.
- Report project status, including project KPIs to the steering committee as directed.

Qualifications:

- A university degree in Business Administration, Economics, Economic Development, Planning (or a related field) or combined equivalency through Community College and experience in marketing with a strong knowledge of business, finance, economics and tourism
- 5 to 7 years related experience; Economic Development experience in the public sector would be an asset
- Project management and program delivery experience would be an asset
- A self-starter with the ability work independently and with minimum supervision
- Strong communication, interpersonal, facilitation and presentation skills
- Good knowledge of computer programs, the use of social media and related tools and technologies including Facebook, YouTube, Twitter and LinkedIn
- Excellent customer service skills with the ability to exercise diplomacy and good judgement
- A valid driver's license (Class G) and access to a reliable vehicle to use on corporate business

Term of Employment: Three years