

Woolwich Township Job Posting



Date: January 25, 2019
Position: Economic Development & Tourism Officer
Maternity Leave – 1-Year Contract
Positions Available: One (1)
Department: Office of the Chief Administrative Officer
Wage Rate/Grade: Wage Level - \$69,806 - \$85,130 (2018)
Hours of Work: 35



Discover the charms of the Township of Woolwich, a growing community with a bright, well-managed and well-planned future in the Region of Waterloo. The quality of life in Woolwich is superior, and as an employee of the Township, you'll play a key role in helping shape the next phase of our growth and development.

Purpose of position and profile

Reporting to the CAO, you will play a key role in the delivery of business retention/expansion and visitor information services. You will support the Chief Administrative Officer, work with Planning, as well as the Waterloo Economic Development (WEDC) and the Waterloo Regional Tourism Marketing Corporation (WRTMC) on business development and visitor attraction. You will be responsible for the administration of the Economic Development Strategy, including the coordination of activities relative to the local economy, and acting as a concierge service provider on economic development issues such as facilitating information sharing on available industrial and commercial land, and assisting in facilitating internal/ external meetings between staff and external stakeholders.

Responsibilities

- Develop and maintain short and long range economic development and tourism plans, which will include retention and attraction strategies by matching investment interest with local opportunities
- Ongoing liaison with Industrial/Commercial and Tourism base including attendance at appropriate organizations such as the Chamber of Commerce, BIAs, Wellington Waterloo Community Futures Corporation, Waterloo Economic Development Corporation, Waterloo Region Marketing Tourism Corporation etc.
- Coordination of public relations and promotional activities administered by the Department
- Coordination of trade shows, conferences, workshops and seminars sponsored, produced or participated in by the Department
- Coordinate the preparation, maintenance and improvement of promotional materials, in conjunction with others, including the website, signage, the business directory and the community profile
- Take responsibility under the direction of the CAO for attracting desired industrial, commercial, retail and professional establishments to the Township including:

- follow-up on leads to make the business community outside the Township fully aware of what the Township has to offer
- arrange meetings between prospective clients to discuss Township development plans
- arrange concierge style meetings with prospective land developers and private land owners to facilitate economic growth for the Township
- undertake real estate negotiations for acquisition or disposal of municipal industrial/commercial real estate
- travel as required representing the Township and attracting new clients
- Coordinate economic development and tourism activities between internal departments, external agencies and neighbouring municipalities
- Develop and maintain a comprehensive inventory of available buildings/properties and a tourism database
- Maintain communications with various external organizations with an interest in business development to maintain an awareness of trends, techniques and opportunities
- Maintain expertise at a high level by attending appropriate courses, seminars and conferences and by undertaking selected reading
- Provide assistance to the CAO in marketing, promoting and economic development and tourism projects as assigned
- Prepare "State of the Economy" report annually for Council on growth trends in industry sectors and performance measurement indicators based on priorities set out in the corporate business plan, Economic Development Strategy and Corporate Strategy
- Act as a member of committees as assigned
- Perform other duties as assigned

Required knowledge and skills

- Related post-secondary training in economic development and/or tourism and/or planning providing knowledge of economic development and/or tourism principles and practices. Experience dealing with rural economic development would be ideal in dealing with private businesses and respective community partner organizations. Demonstrated knowledge of economic development and/or tourism contacts and programs
- Highly developed interpersonal and communication skills dealing with private businesses and land owners to provide concierge style customer service solutions that cover multiple different departments/ divisions in the Township
- Ability to work in a team environment ensuring team members are kept current regarding project status
- Ability to influence within an organization both vertically and horizontally
- Ability to create partnerships and strategic alliances with for example, business, not-for profit, community organizations, and different levels of government
- Good problem solving and organization skills
- Knowledge of the municipal decision making process
- Valid Ontario drivers license and access to a vehicle
- Computer expertise preferably in Microsoft Office

Working conditions

- Works in a marketing and promotional environment with a high public profile particularly in the business community
- Hours of work as required
- Frequent meetings and travel to support corporate development goals
- Must be accessible to potential clients and existing business leaders

Interested applicants are invited to submit their resume prior to **Wednesday February 13 ,2019** to:

Township of Woolwich
24 Church Street West, P.O. Box 158, Elmira, ON N3B 2Z6
Fax: (519) 669-9348
Email: hr@woolwich.ca

All applicants are thanked for their interest in these positions however, only those selected for an interview will be contacted.

The Township of Woolwich is committed to diversity and inclusion and offers an accessible workplace. We are an equal opportunity employer and are committed to meeting the needs of applicants during all phases of the hiring process. This document is available in alternate formats, or with accessible communication supports, upon request.