



Economic Development Specialist

Position Code: 192

Pay Band: 9

Department: Growth & Development

Effective: March 2026

Division: Economic Development

Revised:

Reports To: Manager, Economic Development

Status: Permanent Full-Time Non-Union

Direct Reports: None

Indirect Reports: None

Position Summary

Reporting to the Manager, Economic Development, the Economic Development Specialist is responsible for the planning, coordination, and implementation of economic development and tourism-based programs and services provided by the Town, primarily related to the delivery of strategic master plans and associated projects. Project management and achieving the diverse desired outcomes of the Town's transformational economic development and tourism priorities are the core drivers of this role. The position works closely with businesses and investors, government officials, and community stakeholders to identify opportunities that promote local economic development and develop strategies to formalize synergistic partnerships with economic development organizations and others, under the guidance of approved strategic master plans. The Specialist may also provide a front-line presence at the Business Development Centre (BDC) for the division.

Duties and Responsibilities

1. Coordination of projects driving economic impact (90%):

- (a) Lead or co-lead the preparation, implementation, updating and/or monitoring of strategic master plans related to economic development, including but not limited to the Tourism Master Plan, Downtown Master Plan, Economic Development Action Plan, and portions of the corporate Community Based Strategic Plan.
- (b) Deliver overall project management for programs and initiatives aimed at achieving the economic development outcomes stemming from the applicable strategic master plans, within the scope of available budget and resources.
- (c) Develop preparation, implementation, updating and/or monitoring tools for each applicable strategic master plan or portion thereof to track progress and to inform annual work plans and budgets.

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- (d) Coordinate roles and responsibilities of stakeholders required to collectively drive forward the applicable strategic master plans or parts thereof, with management support.
- (e) Work cooperatively with community organizations, industry sectors, the Town's boards/committees and other identified partners to promote and advance economic development-related strategic master plans within the Town.
- (f) Using the frameworks within the applicable strategic master plans to guide specific activities, programs, and services:
 - (i) Consult with local businesses, industry, and sector representatives to identify their needs and provide support for their growth and expansion;
 - (ii) Coordinate with local government agencies, post-secondary institutions, and other organizations to promote and collaborate on economic development initiatives to foster growth and prosperity for businesses, residents and visitors;
 - (iii) Organize and attend meetings with stakeholders to discuss projects, services, programs, and plans that support economic development in the Town and/or wider region;
 - (iv) Prepare reports and presentations on the progress and results of the economic development elements of strategic master plans and related initiatives;
 - (v) Create, manage and maintain databases, including businesses and economic development resources, products, or for other purposes as identified by the Town;
 - (vi) With the assistance of the Town's Communications team, coordinate effective promotion and marketing of programs and events – e.g., posters, social media, website posts, community newspapers, etc.;
 - (vii) Work with communities, sector partners, operators, businesses, and others to overcome or mitigate barriers to existing and potential economic development related opportunities and activities;
 - (viii) Plan and coordinate with regional partners on familiarization tours, and strategic master plan-related educational events and any other initiative with co-benefits to the Town;
 - (ix) Assist in securing and managing funding and grants for economic development initiatives related to strategic master plans;

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- (x) To the extent that investment attraction is recommended in the strategic master plans, research consumers, competitors and the marketplace to identify trends to optimize marketing strategies for industrial and commercial products; and,
- (xi) Monitor and evaluate the effectiveness of programs, services and initiatives using evidence-based qualitative and quantitative key performance indicators as identified in the strategic master plans, including but not limited to gathering, analysing, and reporting on available data and statistics encompassing visitation, demographic, employment, education, labour force/market, real estate, tourism assets and other areas as applicable.

2. Divisional Support (10%):

- (a) Provide back-up administrative support to the Division, including maintaining and updating manual information filing systems as required, and ensuring division compliance with record retention requirements and Municipal Freedom of Information and Protection of Privacy Act, coordinating meetings and events, and maintaining digital marketing platforms.
- (b) Provide input and monitoring of project-specific budgets and prepared reconciliation reports for management approval for the applicable strategic master plans or parts thereof.
- (c) Lead or assist in the preparation, formatting, editing, and distribution of reports, presentations, letters, marketing and promotional materials, and other documents.
- (d) Respond to enquiries and requests from stakeholders and the community regarding economic development programs and services.
- (e) Provide front-line presence at the BDC or other physical location as operationally required by the Town.
- (f) Represent the Division on Town internal working groups and undertake role-specific functions related to accessibility, records management, information technology and communication as it relates to economic development programs and services.
- (g) Support other Town Divisions as required in the delivery of programs or services that relate to applicable strategic master plan goals and/or to economic development generally, including but not limited to support for events, capital projects, communications, and cultural or recreational programming.
- (h) Lead, co-lead or participate in procurement processes as they relate to divisional functions.

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Work in compliance with the Highway Traffic Act, Occupational Health and Safety Act, WHMIS, applicable legislation, regulations, statutes and departmental policies/procedures/practices and operational guidelines. Ensure that all necessary personal protective equipment (e.g., safety boots, hard hat, reflective vest, gloves, hearing protection, eye protection, etc.) are used and are maintained in good condition.

Perform other related duties, as assigned, that are in accordance with job responsibilities and/or necessary departmental or corporate objectives.

Knowledge, Skills and Experience

1. Post-secondary education, including business and computer courses.
2. Economic Development Certification (Ec.D.) is an asset.
3. Five (5) or more years of related experience in Tourism and Economic Development with strong knowledge of tourism principles. Municipal experience is an asset.
4. Demonstrated project management skills and experience. Proven comfort with independent work, strong initiative, self-motivation, political acuity, accountability, and ability to deliver products on time and within budget under pressure.
5. Working knowledge of business support processes as well as programs and services available to assist businesses. Demonstrated experience leading events and marketing is an asset.
6. Technical knowledge and/or experience in other facets of economic development and tourism programs and services delivered by the Town including event coordination, tourism promotion and support, workforce readiness, post-secondary expansion/attraction, etc.
7. Proven ability to professionally represent an employer and communicate effectively with all levels of government staff, Council, community stakeholders, and the public. Experience with Boards and Committees, practical knowledge of Board Governance.
8. Excellent administrative, communication, interpersonal, organizational, time management, customer service, and public relations skills, together with the ability to use tact and discretion and to deal courteously and effectively with the public and fellow staff members.
9. Ability to multi-task, cope with interruptions and work under pressure to meet multiple deadlines, exercise discretion and good judgment particularly when handling highly confidential/sensitive information. Possess a high level of initiative and personal integrity.
10. Thorough working knowledge of Microsoft Office applications, database management, website analytics and marketing tools (e.g., social media,

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WordPress, Customer Relationship Management software), and office equipment. Familiarity with financial management software is an asset.

11. Valid Class "G" driver's license and reliable vehicle to use on corporate business. Ability and willingness to travel within the community as required.
12. Possess a current Criminal Record & Judicial Matters Check (Level 2) with results satisfactory to the employer, and a valid standard first aid & CPR/AED Level C certification (or willing to obtain).

Physical Demands and Working Conditions

Physical Effort: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical demands require no undue fatigue regarding sitting, standing and walking. Daily tasks may include operating a computer, meetings, training, concentrated attention to detail during report/release writing, analysis of various information and computer work. Individual must operate office equipment such as computers and multi-function copiers. (100%).

Normal hours of work are thirty-five (35) hours per week, usually Monday through Friday, shifts are seven (7) hours plus a one (1) hour unpaid meal break. Flexibility in scheduling is necessary as there may be the occasional requirement to attend to functions outside of normal work hours, change shifts to work evenings or weekends to accommodate high volume periods or for after-hours customer service initiatives, or to work overtime as needed.

Physical Environment: Work is conducted in a standard office environment (90%). Work involves travelling to other Municipal buildings or off-site, business-related locations, meetings and training held in meeting rooms or conference rooms (10%). This position may be considered suitable for a hybrid work arrangement in accordance with Employer policy.

Sensory Attention: Visual concentration and repetitive keyboarding tasks. Ability to coordinate hands and eyes rapidly and accurately when using equipment. Periods of continual visual concentration and must be able to distinguish numbers and characters on an electronic screen. Vision abilities required include close vision and ability to adjust focus (70%). Requires the ability to prepare and read a variety of reports, letters/correspondence, budgets, etc. The ability to communicate effectively including explaining processes instructions and speaking before groups of people (30%).

Stress: Limited mental stress and pressure, in normal situations where the seriousness of the outcome is controlled (85%). Requires the ability to deal with people beyond giving and receiving instructions, including the ability to tactfully handle low level

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conflict. Must be adaptable to performing under some stress (10%). Occasional exposure to dissatisfied members of the public or other stakeholders (5%).

Contacts and Dimensions

Direct Reports:	0
Indirect Reports:	0
Total Employees Serviced:	0
Other Working Relationships:	Position communicates regularly with internal staff, Federal and Provincial agencies, local committees/special interest groups, elected officials, business owners, and the public.
Budget:	n/a
Salary Budget:	n/a

Review and Signatures

Employee Name: _____

Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____

Manager/HR Signature: _____ Date: _____