

CORPORATION OF THE TOWNSHIP OF ALFRED AND PLANTAGENET

JOB DESCRIPTION

TITLE: Economic and Tourism Development Officer - Project Coordinator

SERVICE: Administration

SUPERVISOR: Chief Administrative Officer

SUMMARY OF FUNCTIONS

Under the supervision of the Chief Administrative Officer, the Economic and Tourism Development Officer / Project Coordinator is responsible for developing, proposing and implementing innovative programs, policies, strategies and initiatives that aim to promote the Township and grow the local economy. The incumbent also provides logistical support to the various departments of the Township during the holding of large-scale events and serves as a resource person to support municipal operations.

DUTIES AND RESPONSIBILITIES

PROGRAMME/SERVICE

Component: Economic Development and Tourism Officer

- Develop and implement a strategic plan focused on economic and tourism development,
- Identify and write funding applications to maximize government grant opportunities,
- Develop a strategy to promote and prospect investments to strengthen the Township attractiveness,
- Identify and focus on economic and tourism opportunities,
- Work with the Department of Land Use Planning to identify growth nodes in the township's urban areas and promote the township to residential and commercial developers,
- Develop strategies for diversifying and optimizing revenue sources, particularly through developing the commercial and industrial sectors,
- Research, plan, organize, coordinate and evaluate projects and special events related to economic development,

- Facilitate consultation among economic stakeholder groups through public consultations or other mechanisms,
- Create and maintain relationships with municipalities, regional economic development agencies and local chambers of commerce,
- Maintain an up-to-date database of commercial and industrial properties in the Township,
- Represent the municipality at meetings with economic development organizations,
- Prepare follow-up reports and presentations of its projects for the Township of Alfred and Plantagenet Council.

Stream: Project Coordinator

- Provide logistical support to the various municipal departments when organizing major events, such as Canada Day, the Township's annual golf tournament, Family Day, and March Break activities,
- Work closely with the coordinator of community and cultural activities, to develop and offer artistic and cultural programming to citizens,
- Work closely with the coordinator of community and cultural activities to support of the programming of the *Centre de vie active pour aînés*, as well as the writing of the annual grant application and activity reports,
- Act as a liaison with community organizations and local and regional businesses to implement the Partnership Plan for the Development of Recreational Infrastructure,
- Coordinate sponsorship requests for our major events, such as the Township Golf Tournament and Canada Day,
- Occasionally coordinate community room reservations,
- Manage the On jase, AP! as part of public consultations on various projects and initiatives and compile survey results,
- Update the On jase, AP! platform to provide citizens with updates on the progress of the Township's capital projects,
- Compile data on the number of users of our infrastructure and survey users-customers about their level of satisfaction,
- Provide ad hoc support to the Communications Officer for documentary writing and assist her at press conferences,
- Act as a substitute, occasionally, for the Communications Officer when broadcasting of municipal council meetings,
- Have a good knowledge of SharePoint, UniverusRec, Drupal, Canva, Instagram and Facebook software and platforms,

- Occasionally prepare activity monitoring reports for the Township of Alfred and Plantagenet the Council.

HUMAN RESOURCES

- Ensure the effective supervision and use of staff and volunteers for his/her projects when required.

FINANCIAL RESOURCES

- Identify the financial resources necessary for implementing economic development projects,
- Manage projects within the allocated budget.

MATERIAL RESOURCES

- Possess a valid driver's license and be able to occasionally travel with your car,
- Ensure the confidentiality of all department files and documents,
- Ensure the safe operation, maintenance and management of all computer, telephone and reproduction equipment and devices.

SKILLS AND EFFORT

KNOWLEDGE/EXPERIENCE

- Hold a postsecondary diploma in tourism, economics, marketing, commerce or business management. Equivalent qualifications may also be considered,
- Three (3) years of experience in economic development,
- Demonstrate in-depth knowledge of the Municipality of Alfred and Plantagenet, including its key issues and priorities,
- Ability to communicate verbally and in writing in French and English for preparing reports and presentations, and to communicating sound and practical recommendations on policies and procedures, etc.,
- Organizational skills to complete projects, in order of priority, with minimal supervision and within the required deadlines,
- Experience working with elected municipal officials, administrative staff and boards of directors of various municipal, provincial or federal agencies,
- Possess proven experience in event planning and management,
- Possess the ability to quickly learn new business tools and technology,
- Knowledge of Word, Excel, MS Project and social media,
- Provide a criminal record check.

PHYSICAL AND MENTAL EFFORT

- Dexterity and physical strength to occasionally assemble and dismantle equipment during the department's special events – maximum of 40 pounds, a few times a month;
- Ability to manage stress from tight deadlines.

JUDGMENT

- Work independently and have a strong sense of initiative, including:
 - Communicate with the various stakeholders in the entrepreneurial sector to create and maintain business relationships,
 - Establish priorities to meet deadlines,
 - Communicate regularly with the Chief Administrative Officer to inform him of potentially contentious or delicate elements that could negatively impact the reputation of the Township; and
 - Conceptualize, develop and implement various business, marketing and communication plans, which are aligned with the Township's strategic and corporate objectives.

INTERPERSONAL SKILLS

The incumbent will be expected to demonstrate excellent interpersonal skills when interacting with supervisors, coworkers, board members, government officials and the public.

Contact:

INTERNAL:

- Regular contact with people across the organization.

EXTERNAL:

- Regular contact with the business community, community organizations, the public and, occasionally, the media, whether in person, by email or by phone.

WORKING CONDITIONS:

9. ENVIRONMENT

The work is carried out indoors, though visits of sites and other facilities are occasional required.

10. CONTROL OF THE WORKING SCHEDULE

The incumbent may be required to work overtime to meet deadlines and occasionally attend evening meetings or work overtime at special weekends events.

Note: This document was written using the masculine gender only for the purpose of lightening the text. It is agreed that all genders are an integral part of this document.