**CITY OF YELLOWKNIFE**

**JOB DESCRIPTION**

July 2019

**POSITION TITLE:** Economic Development Officer (EDO) **POSITION NO:** #340-102U

**DEPARTMENT:** Economic Development and Strategy **DIVISION:** Economic Development

**LOCATION:** City Hall **SUPERVISOR’S TITLE:** Manager, Economic Development

SUMMARY OF THIS POSITION

Under the general direction of the Manager of Economic Development, the incumbent is responsible for coordinating the administration, implementation and operation of the City’s economic development programs. Through regular direction from the Manager, the incumbent assists with the implementation of policies and programs to ensure the operational objectives of the City are met. The EDO is responsible for coordinating implementation of the City’s Economic Development Strategy. The EDO will have a lead role in activities and initiatives that attract investment and business opportunities in the City and will actively support business retention and expansion activities. The incumbent shall work collaboratively with all departments within the City of Yellowknife to provide support and advice to ensure processes are followed and outstanding customer service is achieved.

OUTLINE OF DUTIES

* Economic Development duties include, but are not limited to, the following:

- Providing overall coordination and oversight for the implementation of various projects and activities which are included in the Economic Development Strategy;

- Meeting with senior representatives of local businesses on a confidential basis to determine their needs, future plans and concerns and how the City might assist them;

- Assisting businesses in organizing and coordinating their expansion or relocation plans by providing information and assistance in their dealings with the City;

- Providing information to new prospects requesting materials on the City and outlining the benefits of choosing the City as a location;

- Assisting in the development of marketing materials and advertising for City-owned residential, commercial and industrial land;

- Representing the Department and the City at meetings of service clubs associations, realtors, etc.;

- Retaining ongoing contact with developers, realtors, and other interested parties, to ensure that they are up-to-date with information on City-owned residential, commercial and industrial land offered for sale and encouraging them to introduce their clients to our product;

- Compiling and update relevant economic data as required, whether it is from Statistics Canada, Government of the Northwest Territories or economic development partners and develop a “Community Profile” for distribution to potential investors and researches;

- Undertaking analysis and evaluation of economic and business development opportunities and identify strategies to develop these opportunities;

- Securing funding for economic development activities and programs;

- Identifying the need for and develop a variety of promotional materials and marketing tools and community building events to attract new businesses and new residents;

- Gathering information from local businesses to assist the Department in preparing demographic materials on the City;

- Developing resources to support, implement, and monitor effective marketing strategies;

- Conducting research, analysis, planning and evaluation;

- Maintaining an awareness of regional, territorial and federal economic planning programs and activities;

- Developing and maintain active contact with other business and economic development organizations and government agencies in order to stay abreast of current programs and services, and ensure the City’s interests are served;

- Building and developing relationships with various public and private sector representatives in order to grow the local economy and support economic goals.

- Arranging and attending meetings, as required, involving clients and various City departments, representing economic development interests;

- Other duties as assigned.

SPECIFICATIONS

Decision Making

The work requires contact with business people and other potential corporate residents, sometimes outside of regular hours. The incumbent must be able to effectively promote the advantages of the City as a place to locate business. Work is often of a highly confidential nature and errors could result in loss of business opportunities for the City and loss of credibility for both the department and the City. Decisions made by the incumbent and recommendations to the Manager have a direct impact on quality of the programs and services delivery in the City. Failure to exercise proper judgment may result in unnecessary expense to the public and possible expense to the City, as well as embarrassment and loss of goodwill and credibility. Policy decisions must take into account the effect they will have on the public, and the incumbent must aware of this impact.

Contacts

The EDO works in a collaborative approach with other members of the department and the management team, specifically the City Clerk, for the purpose of coordinating statutory information and ensuring clarity and consistency of information.

Frequent contacts are required within Municipal, Territorial and Federal government officials as well as the general public, the business community and community groups. Ongoing external public communications are crucial to the functions of the department and must be carried out in an open and diplomatic manner. The incumbent may represent the department at meetings where Economic Development policy or advice is required.

Public Sensitivity

Work may be of a highly confidential and politically sensitive nature. The position requires the incumbent to be sensitive to matters pertaining to these processes. The position requires that the incumbent has the ability to respond correctly and diplomatically to controversial and sensitive issues.

Supervision

There are no formal supervisory responsibilities. As required, the incumbent shall provide supervision of consultants and contractors on a project specific basis.

Complexity of Work

The nature of the work requires a high degree of analysis. Problems may be non-routine and complex requiring research.

Skills, Knowledge and Experience

A degree/certificate in Business Administration, Commerce, Economics, and/or or a related field plus a minimum of three(3) years related experience, which should include working experience in Economic Development within a government or dynamic corporate environment.

The position requires a demonstrated ability to establish and maintain co-operative and constructive relationships with individuals at all levels of organizations, members of Council (when requested by the Manager) and representatives of external organizations.

Other key skills include:

* Creativity and ability to clearly convey messages
* Strong writing skills
* Strong interpersonal and team building skills
* Public relations skills
* Excellent interpersonal and communication skills demonstrated through the ability to facilitate, network, lead, research, negotiate, analyze, and resolve issues
* High level of proficiency with computer programs including Word and PowerPoint
* Customer focus, results oriented, integrity and a value for team work
* Ability to identify and promote City economic development projects and initiatives
* Ability to work effectively with stakeholder groups, business owners, executives, and elected officials
* Entrepreneurial, developmental approach
* Ability to conduct research and prepare reports to committees, Council and the community
* Ability to develop and analyze business plans
* Ability to be a creative problem solver
* Time management skills

EFFORT

Mental

The work requires a concentrated mental effort as there is a high degree of analysis required. Problems may be non-routine and complex, requiring significant mental effort, particularly in conducting research.

Physical

The work requires mainly sitting in an office environment.

WORKING CONDITIONS

Environment

The work is performed predominantly in an office environment however periodic visits to other areas in and around the City are required, including making public presentations and attending meetings.

Hazards

There are no hazards associated with this position in the usual environment. The incumbent must follow safe work practices associated with ergonomics as a large part of the work is performed on a computer.

I have read and understand this job description. The Human Resources Division has informed me that it is a general description of the duties and responsibilities and qualifications required for my position, which forms the basis for my classification level and against which my performance will be evaluated.

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Employee’s Signature Date

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Department Head’s Authorization Date

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Human Resources’ Authorization Date

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City Administrator’s Authorization Date

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