

THE CORPORATION OF THE TOWN OF COCHRANE

Job Title: Economic Development Officer (EDO)

Reports To: Chief Administrative Officer/Director Economic Development

Status: Permanent Full-time

Salary: \$66,664 to \$75,026 with Benefits and Defined Benefit Pension

Hours of Work: 40 hours per week, Monday to Friday (Evening meetings as required)

Work Location: Cochrane, Ontario

Who we are: The Town of Cochrane is a progressive and growing municipality in northeastern Ontario with a population of approximately 5,500. It employs approximately 65 full-time permanent employees, and another 30-40 part-time or temporary employees.

Position Summary: Under the leadership of the CAO and the direction of the Economic Development Steering Board, the EDO will be responsible for the coordination in the Town's delivery and oversight of economic development activities with the intent of attracting new businesses, encouraging investment opportunities, increasing job opportunities, and identifying opportunities for sustainable growth and development by promoting and marketing the Town as a great place to live, visit and do business.

Responsibilities:

Administrative

- First contact with developers from outside the community for site visits and statistics.
- Identify available government programs which assist with economic development of the community.
- Identify grants and funding opportunities for all municipal needs, including economic development initiatives. Liaise with fellow municipal departments with respect to relevant funding opportunities.
- Prepares proposals and applications for outside funding agencies/programs.
- Assist the CAO in developing an annual work plan.
- Reports to the CAO on the progress of municipal economic development activities.
- Prepares annual reports to various government agencies.
- Promote and supports the implementation of the Town's Community Improvement Plan.
- Maintain confidentiality in accordance with the Municipal Freedom of Information and Protection of Privacy Act;
- Identifies and develops key economic development information sources and contacts with the relevant agencies at all levels of governments.
- Facilitate the Economic Development Strategic Plan and process.

Investment Attraction, Retention and Growth

- Actively pursue leads and prospects and assist potential entrepreneurs. Identify and promote new business and or industrial opportunities and assist them with the developing of their business plans and marketing information.
- Initiate and conduct discussions and negotiations with the private and public sectors regarding economic development initiatives including the availability of lands, buildings and other facilities, and the provision of municipal services conducive to the promotion of business and industry.
- Perform regular SWOT analysis to determine which key market segments to pursue as well as identify local challenges that are impacting the competitiveness of the region to attract desired business, group, sports, tourism, meetings and conference opportunities.

- Develop a working knowledge of key industry growth sectors in the region, identify prospective investment and expansion leads and follow up with outreach calls, visits, meetings and/or real estate tours.
- Develop and maintain proposal materials and packages for investors, intermediaries, and businesses in key sectors. Compile a factual and detailed community profile and other demographic information in order to promote the Town. Assist in preparation of press releases and website content. Coordinate public relations and trade shows participation.
- Organize and conduct tours to showcase regional assets for prospective investors and incoming delegations.
- Acting as a liaison and facilitator for regional companies pursuing business to business leads. Assists potential investors with information about business, investment and relocation opportunities.
- Prepare and present relevant economic development activities and reports to various audiences, which include collected data as well as a detailed analysis of businesses and services in this region.
- Liaise with economic development resources within the region and First Nation Communities within the district to assist with client inquiries. Liaise with other Economic Development professionals outside our region to research and incorporate best practices for the Tourism and Conference planning sectors.
- Assist the CAO/DEc.Dev. in preparing and implementing the Town's Strategic Plans, Business Plans, Marketing Plan, Social Media Plan, and Communications Plan and fostering economic development initiatives.
- Assists with tourism development in the community by providing support, advice and recommendations to groups, organisations and community stakeholders. Coordinate economic development and tourism activities between internal departments, external agencies and neighbouring municipalities.

Assistance to local businesses, groups and organisations

- Assists clients with business support and refer groups, organisations, and businesses to funding agencies or specific associations. Facilitate partnerships between the businesses, government, communities, educational and financial institutions, and industry and community organizations.
- Attend meetings with Council, government agencies, businesses & other community groups.
- Assist various groups with the developing and promotion of community events such as sports tournaments, trade shows and festivals.

Project Management

Initiate and champion special projects in partnership with external organizations as required.

- Manage project life cycle activities:
- Define project scope, goals, success criteria and deliverables in collaboration with project team and key stakeholders.
- Schedule and track project activities, timelines, milestones and deliverables.
- Monitor and track project costs, schedules, resources, risks, issues and performance to ensure optimal success.
- Maintain regular communication with project team members.
- Regularly report project status to Director and stakeholders.
- Provide a final report and presentation on project results to the Board/Council and/or stakeholders as required.
- Meet all Funding Agreement requirements and complete final reports as required for projects funded by external organizations.

Municipal work is varied in nature, the above description reflects the general duties necessary to describe the principal functions of the position identified and shall not be construed to be all of the work requirements that may be inherent in this position which may require the employee to perform additional duties from time to time as required.

Working Conditions:

Most work activities take place in a climate-controlled office environment. Regional travel will be required to meet with business owners and to attend networking events. Work activities require visual and mental concentration for intermediate durations of time. Standard office hours, Monday through Friday, with occasional extended hours for meeting or event attendance. Occasional lifting and carrying of items weighing less than 30 lbs (i.e. trade show booth materials).

Requirements:

The incumbent must have proficient knowledge of the following (or the willingness and ability to obtain):

- Possess a degree or 3-year diploma in Business, Economic Development, or related discipline.
- Certification in Economic Development is an asset.
- Previous experience in economic planning, business development or related field.
- Research experience including data collection management, analysis and reporting of findings is required.
- Proficient with Microsoft Office suites (Word, Excel, PowerPoint, SharePoint, TEAMS, and Outlook).
- Possess strong, analytical, and interpersonal skills.
- Strong oral and written communication skills.
- Project management experience and use of Microsoft Planner is an asset.
- Valid Class G driver's license and clean driver's abstract with access to vehicle is required.

How to apply: Thank you for your interest. We encourage qualified candidates to email their resume and cover letter to HR@cochraneontario.com on or before June 2nd, 2023, at 3:00 PM. Please write "Economic Development Officer" in the subject line.

The Town of Cochrane is an equal opportunity employer committed to an inclusive, barrier-free recruitment and selection process. We will accommodate the needs of applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA). If you need accommodation during the recruitment and selection process, please call (705) 272-4361.

Personal information collected will be used in accordance with the Municipal Freedom of Information and Protection Privacy Act.

We thank all applicants for their interest and advise that only those candidates selected for an interview will be contacted.