





# COUNTY OF WELLINGTON

## POSITION DESCRIPTION

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| <b>Title:</b> Economic Development Officer              | <b>Reports to:</b> Director of Economic Development |
| <b>Department:</b> Museum and Archives/Wellington Place | <b>Positions Supervised:</b> 0                      |
| <b>Effective:</b> April 2012                            | <b>Revised:</b> October 2021                        |

### **BASIC FUNCTION:**

Under the supervision of the Director of Economic Development, the Economic Development Officer leads the implementation of economic development strategies that support local economic growth. The Officer supports partnerships to facilitate business investment, retention and attraction in Wellington County. Departmental initiatives include Ride Well Rural Transportation, Talent Attraction, Attainable Housing, the Community Improvement Programme (CIP), Business Retention and Expansion (BR+E) activities, Wellington County Signage the Taste Real Local Food programme, Experience Wellington, business enquires and support. This position is responsible for a variety of tasks involved in coordinating projects and working with a range of stakeholders.

### **PRINCIPAL RESPONSIBILITIES:**

Under the guidance of the Director of Economic Development, the Economic Development Officer has the following duties and responsibilities:

- Coordinating department initiatives and events, including monitoring programmes, marketing and communications, programme application intake, survey development and implementation, and business engagement.
- Collaborating with municipalities to ensure effective rollout of department initiatives.
- Performance measurement of programmes against short and long-term objectives.
- Supporting economic development enquiries by conducting research, reviewing information, reaching out to stakeholders/groups and conducting follow up.
- Sourcing information and resources for industry specific initiatives by collecting and analyzing data, local market conditions and recommending directions targeting various business sectors.
- Supporting the municipalities in their economic development efforts where appropriate.
- Working with a variety of municipal departments to implement initiatives.
- Creating marketing content to promote Wellington County and economic development programmes and initiatives.
- Developing and maintaining relationships between local organizations, businesses, industry and representatives of government with the aim of creating new economic opportunities.

- Assisting with other economic development activities as required.

**CONTACTS:**

Internal: County of Wellington staff at all levels.

External: Municipal, industry and community stakeholders across and beyond Wellington.

**SKILLS AND COMPETENCIES:**

- Skills in research, planning, analyzing, implementing and evaluating.
- Facilitation and coordination skills (leading meetings, planning projects).
- Developing promotional material and media relations support.
- A high degree of self-initiative and thoughtfulness in decision-making.
- Able to respect and exercise confidentiality.
- Professionalism, representing the County of Wellington at public meetings.

**MINIMUM QUALIFICATIONS:**

- Three year college diploma in economic development, business administration or related field.
- Minimum four years of experience or equivalent, preferably in economic/tourism/business development.
- Familiarity the rural municipal landscape and understanding of municipal economic development issues.
- Excellent communication skills, both written and oral.
- Excellent skills in Microsoft Office Suite (Word, Excel, Outlook), email and internet.
- A valid driver's licence (minimum G2 Class) and access to a reliable vehicle.

**OTHER:**

- Location: Administration Centre, 74 Woolwich Street, Guelph. Flexibility of location may be required.
- Hours of work: 35 hours per week, flexibility of hours is required including working both evenings and weekends as needed.