



CITY OF
PRINCE GEORGE

JOB DESCRIPTION

<u>JOB TITLE:</u>	ECONOMIC DEVELOPMENT OFFICER	<u>SCHEDULE:</u>	B
<u>DIVISION:</u>	ECONOMIC DEVELOPMENT	<u>PAYGRADE:</u>	19
<u>DEPARTMENT:</u>	PLANNING & DEVELOPMENT		

JOB SUMMARY:

The Economic Development Officer is responsible for providing support for the implementation and delivery of initiatives of the City's comprehensive economic development strategy and related initiatives that attract investment and business opportunities to Prince George, and for actively pursuing activities that support business attraction, retention and expansion in the community.

This position will be involved in activities such as economic planning, marketing, project management, research and community engagement. This position will involve working outside of regular office hours and periodic out-of-town travel. Schedule D hours.

MAJOR RESPONSIBILITIES:

Under the general direction of the Manager, Economic Development:

Supports the delivery of the Economic Development Strategy by:

- assisting with the preparation of the business plan and economic development strategy and supporting the day-to-day implementation of these plans;
- developing and delivering various programs to support economic development activities within established program delivery budgets;
- establishing and maintaining relationships with community and regional economic development stakeholders to develop, communicate and capitalize on economic development opportunities relevant to Prince George;
- building relationships with existing businesses as well as potential investors and entrepreneurs to facilitate economic growth and diversification through cluster development initiatives;
- Administer surveys to identify opportunities, strengths and risk factors;
- maintaining an awareness of current economic issues and opportunities important to the development of Prince George's economy;
- conducting economic research and analysis to support the development of marketing and communication materials;
- providing economic and business development information to existing businesses, business development proponents, government and other private and public sector stakeholders, including relevant expertise and support for community economic development initiatives;

- providing assistance to prospective investors interested in locating, establishing or expanding business and industrial opportunities, with the goal to expand the commercial, service and industrial tax base in the City;
- liaising with investors, government agencies, the business community and educational and financial institutions to implement initiatives and strategies that define both short and long term economic development goals and monitoring progress toward well-defined deliverables;
- preparing and disseminating information regarding the availability of land, buildings and opportunities available for the attraction and retention of business and industry to the City;
- reporting on the activities of the economic development function and the various programs implemented;
- providing advice and recommendations to the Manager on sound economic development strategies and programs;
- fostering a cluster-based economic development strategy that improves cluster performance by addressing the common needs of businesses within the cluster.
- working with business owners and potential investors to provide information about the City's workforce; utility, transportation and communications infrastructure; educational facilities, real estate opportunities and local business support programs and other matters relevant to their needs;
- providing referrals to appropriate government and community agencies, funding programs and workforce development programs;
- promoting availability of agency and/or government funding programs which can assist with the economic development in the City; providing relevant content for development of marketing materials; representing the City at community meetings and conferences, as required;
- coordinating participation in trade shows to promote the City;
- facilitating the provision of education in key areas of economic development;
- preparing correspondence and other documents;
- leading focus group and roundtable sessions;
- making presentations to the general public, community stakeholders, other City staff and City Council as required; and
- performing other related duties as required.

QUALIFICATIONS:

Education: A degree in Business, Economics or a related field from a publicly-accredited, post-secondary institution recognized in the BC Transfer Guide.

Experience: A minimum of three years' experience in economic and business development. Experience with city cluster development would be considered an asset.

Knowledge and Skills: Considerable knowledge of business planning and investment decision making. Ability to conduct economic and market research. Ability to effectively manage economic development and other related planning processes. Demonstrated business sales experience. Proven ability to build relationships with Community Stakeholders. Ability to create annual business plans that identify short and long-term goals, define work objectives, key performance indicators, and performance metrics; demonstrated project management experience. Strong knowledge of research and statistical processes. Exceptional ability to self-motivate and to

function with minimum direction and supervision. Advanced skills in facilitation, presentations and public speaking. Strong research, grant and report writing skills. Excellent interpersonal skills to build and maintain cooperative working relationships with other City employees. Ability to deal courteously, tactfully and diplomatically with members of the general public, community and special interest groups, and internal and external customers. Strong written and verbal communication skills. Ability to work within, and contribute to, a proactive team environment. Ability to display independent initiative, judgment, creativity and innovation in developing future solutions. Ability to facilitate problem resolution. Demonstrated commitment to customer service. Strong organizational, time management and project management skills. Demonstrated competence with various computer programs pertaining to the work. Knowledge of WorkSafe BC regulations, occupational hazards and safe work procedures as it relates to the position, including but not limited to: bullying and harassment, working alone and other significant hazards.

Valid BC Driver's license: Yes. Valid BC driver's license – unrestricted Class 5.
Vehicle Usage: Yes. As per vehicle usage policy.
Police Information Check: No

Prepared by: Bourret
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