

**ECONOMIC DEVELOPMENT & MARKETING OFFICER
JOB DESCRIPTION**

BEAUSEJOUR BROKENHEAD DEVELOPMENT CORPORATION

The Beausejour Brokenhead Development Corporation (BBDC) was established in 1986 and is one of the longest standing development corporations in Manitoba. The BBDC is created in partnership between the Town of Beausejour and the Rural Municipality of Brokenhead which has a population of almost 10,000 people and covers approximately 760 kilometers, being the commercial and industrial hub for the Eastern Region of Manitoba.

Purpose:

To establish position, reporting authorities and job description for the Economic Development & Marketing Officer who is responsible for facilitating, promoting, and ensuring community and economic development & marketing to secure opportunities for economic and business development, increase local employment opportunities and promote leisure and tourism opportunities in the area.

Position Description:

Position Title: Economic Development & Marketing Officer (EDO)

Department: Beausejour Brokenhead Development Corporation

Reports To: Chief Administrative Officer (CAO) – Administering Municipality Town of Beausejour

Summary of Responsibilities:

1. Under the general direction of the administering Municipality's C.A.O. and in coordination with the Beausejour Brokenhead Development Corporation (BBDC), the EDO is responsible for implementing community and economic development strategies, marketing plans, and projects to support the Town of Beausejour & the RM of Brokenhead's (***the Region***) economic priorities and initiatives.
2. The EDO will be responsible to work directly with the BBDC, municipal departments, businesses, community groups and other stakeholders to develop partnerships and implement economic development activities to grow new business support existing businesses and support initiatives to help make the Region a location of choice for business and investments.

Specific Responsibilities:

1. Provides leadership through broad community involvement which promotes the economic wellbeing of the community while understanding that a social and environmentally healthy community is vital to the local economy of ***the Region***.
2. In consultation with the Beausejour/Brokenhead Joint Council, the BBDC, other municipal departments, and stakeholders develop and implement a regional Economic Development Strategy in alignment with the BBDC's strategic plans, the Brokenhead River Development Plan,

and other relevant Planning documents to grow existing business ecosystem, attract additional business investment and assist in the diversification and expansion of the local economy.

3. Establish, foster, and maintain positive relationships with partners, stakeholders, and other levels of government, to broaden awareness of investment opportunities in the Beausejour/Brokenhead region as per the BBDC's strategic plan. Conduct visitation programs and other networking activities. Identify gaps and areas of concern as well as opportunities for expansion, growth, investment, and prosperity.
4. Develop and utilize effective marketing and promotional tools for business development, business diversification and expansion including advertising, events, trade shows, promotional items, social media, presentations, and initiatives for both the Town & RM and the BBDC.
5. Develop and utilize effective marketing and promotional tools for leisure and tourism opportunities in ***the Region***.
6. Prepare and present economic development information to a variety of internal and external groups, including Joint Council and the BBDC.
7. Maintain accurate and relevant demographics, statistics, and inventory of available commercial/industrial land and buildings.
8. Respond to requests for information regarding business and economic development and facilitate with an investment team, the business development efforts of investors and developers, where appropriate.
9. Facilitate meetings involving clients and various Municipal departments and/or stakeholders, and prepare written reports as required, to assist with their project.
10. Conduct surveys, analyze data, and develop social and economic profiles on relevant economic, demographic, and other trends and forecasts.
11. Act as support and liaison to the BBDC and meet with the CAO's monthly to report on the Board's activities and initiatives.
12. Prepare reports for the BBDC Board Meetings, and CAO's to bring recommendations regarding community economic development initiatives.
13. In consultation with other joint Municipal departments, develop policies and administer programs to promote diversification, growth, and investment in the Region.
14. Development and maintenance of the BBDC budget.

General Duties and Responsibilities:

1. Develop and maintain BBDC social media platforms.
2. Develop and create public newsletter content for the Town & RM.
3. Maintain websites for the BBDC.
4. Maintain and distribute communications as necessary.
5. Perform responsibilities in a safe and effective manner to minimize the risk of injury, property damage, environmental damage or loss of life as outlined in the administering Municipality's policies.
6. Develop a good knowledge of *the Regions* Municipal operations and personnel.
7. Maintain the confidentiality of all records in the office and only release information in accordance with policy and applicable legislation.
8. Maintain effective public relations with other Municipal employees, ratepayers and the public and present a positive municipal image.
9. With the approval of the administering CAO and at the expense of the BBDC, attend seminars, workshops, and courses with the objective of improving knowledge and skills related to performing assigned job duties.
10. Perform such other duties and responsibilities as may be assigned from time to time.

Job Specifications:

Experience & Qualifications

1. Knowledge and skills normally associated with completion of a university degree in the areas of Economic Development, Rural Planning, Marketing, Communications, and/or Business Administration, or a relevant field, plus five or more years of direct economic development experience, preferably in a municipal setting. An equivalent combination of education and experience may be considered. The incumbent must have a valid driver's license.
2. Ability to foster and maintain positive effective professional relationships with diverse internal and external stakeholders in an open and ethical environment.
3. Proven ability to communicate on a confidential basis and respectful level with staff, business representatives, elected officials and the public.

4. Ability to organize thoughts in a logical and persuasive fashion and express those thoughts in conversation, writing and formal oral presentations is a critical skill requirement.
5. Ability to work independently and with a minimum amount of supervision to effectively assess and manage complex tasks and projects, present alternative solutions and achieve objectives in a timely manner.
6. Considerable knowledge of economic development, marketing, land development and business sustainability required.
7. Proven competency with Microsoft applications (Word, Excel, Power Point, Outlook), desktop publishing, social media and website design and maintenance, and CGIS mapping systems.
8. Experienced in project and program development and implementation.
9. Strong ability to gather information through researching or other methodologies, analyze data and generate reports.

Accountability/Responsibility

This position is responsible for managing economic development strategies for ***the Region*** in line with municipal by-laws and policies, the Planning Act, Municipal Act, and other provincial legislation as required, using industry best practices. The incumbent must be a self-starter and exercise good judgment in making decisions and recommendations on economic development.

Unique Position Requirements

There is a need to exchange information requiring explanation and courtesy with the public and senior employees from other organizations with tact and diplomacy. Use of one's private vehicle for travel within and outside of ***the Region*** will be required. Attendance at evening meetings will be required from time to time. The incumbent must use time management techniques to coordinate day and evening meetings and seminars. This management position requires the incumbent to initiate research and recommend planning and development policies and procedures for the organization. Day-to-day supervision will be through the administering Municipal Chief Administrative Officer.

General Expectations

Management encourages all municipal employees to be analytical in the performance of their duties as well as providing suggestions to improve existing methods and/or procedures to enhance the level of service to municipal ratepayers.

Municipal employees are expected to be familiar with the municipal policies and procedures to minimize the adverse effects of liability on the BBDC, and both municipalities.

Incumbent

Chief Administrative Officer

Date