



CORPORATION OF THE COUNTY OF MIDDLESEX POSITION DESCRIPTION

Title:	Economic Development & Tourism Administrative Assistant	
Department:	Economic Development and Tourism	
Reports To:	Director of Economic Development	
Effective Date:	January 2023	Positions Supervised: None

POSITION SUMMARY:

Under the management of the Director of Economic Development, the Economic Development and Tourism Administrative Assistant primary focus is to support the administrative functions of the Economic Development department.

PRINCIPLE RESPONSIBILITIES:

- Serves as the first point of contact for the Economic Development department by answering telephones, email and counter inquiries and provides assistance of a routine nature. Directs any requests or inquiries to the Director of Economic Development or other staff members, as required.
- Provides routine administrative and clerical support to the Economic Development department, including maintaining supply inventory, conference/seminar registration, travel accommodation/arrangements, document tracking, expense reports and maintaining contact lists.
- Schedules meetings, draft agendas and takes minutes as required.
- Assists in the development and/or revises various informational documents, memorandums, presentations and reports.
- Assists in collecting, compiling and analyzing data for use in economic development initiatives.
- Assists with the design and production of graphic content including advertisements, displays, promotions, videography and photographs as directed.
- Attends tradeshow; organizes and attends special events and tours as directed.
- Assists with the implementation marketing plans and media relations strategies by assisting with the creation of web and social media content, graphic design for promotions to engage stakeholder audiences.
- Assists the department in seeking grant funding; tracks and monitors project milestones; assists with carrying out project milestones, as directed, in accordance with the funding agreements.
- Maintains positive relationships with all County stakeholders.
- Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Thorough knowledge of marketing, communications, electronic media, graphic design and common business software applications.



- Creative and business writing including the ability to produce, proofread and edit professional web content, social media and publications.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Public relations and interpersonal skills using tact, patience and courtesy.
- Ability to work effectively both independently and as part of a team
- Ability to work within tight deadlines.
- Work is performed in an office environment and in the field. Occasional attendance at evening and weekend tradeshow, events and meetings is required.

MINIMUM QUALIFICATIONS:

- 2-year post-secondary diploma in Office or Business Administration, Hospitality and Tourism, Public Relations & Communications, Marketing, or closely related program of study.
- 1 to 2 years' experience as an Administrative Assistant in economic development or a similar role.
- Valid driver's license and access to a personal vehicle on a daily basis.