



**CORPORATION OF THE COUNTY OF MIDDLESEX  
POSITION DESCRIPTION**

<b>TITLE:</b>	Economic Development & Tourism Assistant
<b>DEPARTMENT:</b>	Economic Development
<b>REPORTS TO:</b>	Director of Economic Development
<b>EFFECTIVE DATE:</b>	March 2021
<b>POSITIONS SUPERVISED:</b>	None

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**POSITION SUMMARY:**

Under the management of the Director of Economic Development, the Economic Development and Tourism Assistant performs a variety of support functions focused on economic and tourism development, including duties such as stakeholder engagement, marketing and promotion, event coordination, communications, research, report and creative writing.

**PRINCIPLE RESPONSIBILITIES:**

- Assists in collecting, compiling and analyzing data for use in economic development initiatives.
- Assists department staff in data analysis using existing research.
- Assists in the design and production of graphic content including advertisements, displays, promotions, videography and photographs.
- Develops and/or revises various informational documents, memorandums and reports.
- Attends events/tradeshows and assist in developing presentations for stakeholders.
- Implements media relations strategies and directs social media and other promotions to engage stakeholder audiences.
- Works with tourism stakeholders on outreach, education and packaging opportunities.
- Maintains a keen understanding of industry trends affecting County stakeholders and make appropriate project and communications recommendations as warranted.
- Assists the department in seeking grant funding and carrying out all project milestones covered by secured funding agreements.
- Performs administrative duties including keeping inventory of supplies, minute-taking, meeting coordination.
- 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:**

- Post-secondary Diploma in Business Administration, Hospitality and Tourism, Public Relations & Communications, Marketing, or closely related program of study.
- 1 to 2 years' experience as an Economic Development and Tourism Assistant or a similar role.
- Valid driver's license and access to a personal vehicle on a daily basis.