

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

TITLE:	Economic Development Officer	
DEPARTMENT:	Economic Development	
REPORTS TO:	Director of Economic Development	
EFFECTIVE DATE:	January 2021	POSITIONS SUPERVISED: None

POSITION SUMMARY:

Reporting to the Director of Economic Development and Tourism, the Economic Development Officer is responsible for providing support for the development and implementation of initiatives that support the objectives of the County's Economic Development Strategic Plan. This position will be involved in activities such as economic planning, marketing, project management, research and community engagement.

PRINCIPAL RESPONSIBILITIES:

- supporting the day-to-day implementation of the economic development strategic plan;
- 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 Middlesex County;
- building relationships with existing businesses as well as potential investors and entrepreneurs to facilitate economic growth and diversification;
- designing and conducting research (surveys, etc.) to identify opportunities, strengths and risk factors;
- maintaining an awareness of current economic issues and opportunities important to the development of the local economy;
- 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 economic development initiatives;
- preparing information and materials to share with 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 County;
- preparing and disseminating information regarding the availability of land, buildings and opportunities available for retention of business and industry in the County;
- reporting on the activities of the economic development function and the various programs implemented;

- providing recommendations to the Director on sound economic development strategies and programs;
- working with stakeholder groups to compile information about the County's workforce; utility, and communications infrastructure; educational facilities, real estate opportunities, business support programs and other matters relevant to local investor needs;
- providing referrals to appropriate government and community agencies, funding programs and workforce development programs;
- conducting economic research and analysis to support the development of marketing and communication materials;
- promoting availability of agency and/or government funding programs which can assist with the economic development in the County;
- coordinating participation in trade shows to promote the County and representing when required;
- preparing correspondence and other documents;
- organizing focus group and roundtable sessions;
- making presentations to the general public, community stakeholders, municipal staff and elected officials as required; and
- performing other related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent written and verbal communication including presentation skills.
- Ability to manage multiple priorities, projects and deadlines.
- Proficiency with: MS Office.
- Considerable knowledge of business planning and investment decision-making.
- Ability to conduct and analyze economic and market research.
- Ability to effectively manage economic development and other related planning processes. Demonstrated business sales experience.
- Ability to create implementation plans that support short and long-term goals, define work objectives, key performance indicators, and performance metrics; demonstrated project management experience.
- Ability to self-motivate and carry out required functions with limited supervision.
- Proven grant and report writing skills.

- Excellent interpersonal skills to build and maintain cooperative working relationships with stakeholder municipalities and agencies.
- Ability to deal courteously, tactfully and diplomatically.
- Ability to work within, and contribute to, a proactive team environment.
- Ability to display independent initiative, judgment and innovation in developing future solutions.
- Demonstrated commitment to provide exceptional customer service to members of the general public, community and special interest groups, and internal and external customers.
- Strong organizational, time management and project management skills.
- Ability to travel locally and internationally.

MINIMUM QUALIFICATIONS:

- 3-year college diploma or university degree in business administration, economics or a related field.
- Minimum 3 years' experience in economic and business development.
- Valid Driver's license and use of a vehicle.