



JOB DESCRIPTION

Position Title:	Director, Economic Development and Tourism	Department:	Economic Development
Reports To:	Chief Administrative Officer	Date:	August 16, 2021
# of direct reports:	1	Revision Date(s):	October 15, 2021

Job Purpose/Summary:

Reporting to the Chief Administrative Officer, the Director of Economic Development and Tourism is a highly visible professional responsible for facilitating, promoting and enhancing economic development across the community. The position is responsible for the day to day management of the economic development function which includes tourism, product development, and marketing. The position involves significant contact with the local business community, industries and government agencies, as well as, responsibility for data research gather and application.

Responsibilities

- Work with CAO to identify their goals and objectives as they relate to community development, and incorporate them into departmental strategies and work plans;
- Develop, implement, monitor and revise the strategies and work plans that guide the department's activities;
- Oversee the District's reception of, and response to, business and investment inquiries;
- Develop and implement a business retention and expansion program;
- Prepare and disseminate information regarding the availability of land and other commercial infrastructure for the promotion of business investment;
- Coordinate the disposition of District land for commercial purposes;
- Compile, post and distribute community profiles and other relevant community information needed to promote the advancement of community;
- Provide local economic information to the private and public sectors;
- Maintain active contacts with relevant agencies at all levels of government;
- Participate in regional economic planning activities as required, including acting as Tumbler Ridge's representative on the South Peace Economic Development Commission's advisory committee;

Knowledge, Skills and Requirements

- Bachelor Degree in Economic Development;
- Economic Development designation;
- Minimum of three (3) years of experience in the economic development field;
- Excellent interpersonal, public relations and communication skills demonstrated through the ability to facilitate, mediate, network, research, analyze and resolve issues;
- Excellent research and writing skills;
- Ability to cultivate and maintain cooperative and effective working relationships with elected officials, community groups, staff and the general public;
- Knowledge of the principles and practices of property management including property acquisition and disposition;
- Experience in project management;
- Experience in the completion and submission of funding applications;
- Experience in implementing marketing and promotional activities;
- Experience in the organization and delivery of events; and
- Working knowledge of municipal government systems and practices.
- Working knowledge of modern office practices, procedures, systems and equipment;
- Experience with Microsoft Word, Excel and Outlook, Adobe Acrobat and desktop publishing programs;

- Act as a facilitator and coordinator of interactions between government, business and industry;
- Act as a coach to members of the business community;
- Help improve the competitiveness of the District's ability to attract and retain investment through changes in legislation, policies and practices;
- Coordination of local land use planning programs, including the District's Strategic Planning Framework; and
- Interpret District bylaws and provide information, as required.

Tourism and Marketing

- Develop and implement marketing activities for the purposes of attracting investment and tourism visitation;
- Develop and distribute promotional literature;
- Solicit media coverage to market the community and, when requested, act as a spokesperson to the media on matters related to economic development;
- Oversee the maintenance and upgrade of the District's websites;
- Leads the implementation of the Tourism strategy by overseeing and participating in related projects by liaising with Destination BC, Tourism Advisory Committee and task forces, and other external agencies.

Administrative Reporting

- Yearly preparation of Operational and Capital budget for presentation to CAO and Council for approval;
- Yearly preparation of Capital Projects Work Plan and management controls for project;
- Assists in the negotiation of easements, ECID, etc.
- Prepare accurate detailed reports for council decisions; and
- Carry out such duties and responsibilities as may be assigned.

Working Conditions

- Will normally work the standard work week of Monday to Friday, within the hours required to ensure effective performance; and
- As a member of the management team will be entitled to the benefits and conditions of employment as approved by Council

Other information:

The requirements and responsibilities contained in this job description do not create a contract of employment and are not meant to be all-inclusive. They may be changed at any time at the discretion of management. **Changes will not be considered a breach in employment contract.**

Every employee is expected to demonstrate commitment to the following:

- Safety
- Integrity
- Personal Responsibility
- Team Work
- Respect
- Inclusiveness