

TOWN OF NIPAWIN
JOB DESCRIPTION

NOC Job Code: # 4163	Job Status: Out-of-Scope
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POSITION TITLE:	ECONOMIC & TOURISM DEVELOPMENT OFFICER
REPORTS TO:	CHIEF ADMINISTRATIVE OFFICER

JOB SUMMARY

Provides professional leadership and direction with respect to the planning and implementation of sustainable growth economic development strategies approved by Nipawin Town Council. The incumbent is a specialist in public relations and communications who develops and implements communication and promotion strategies and information programs, publicizes activities and events, and maintains media relations on behalf of the community. The incumbent is also responsible for developing marketing and promotional initiatives designed to encourage tourism within the Town of Nipawin.

JOB RESPONSIBILITIES

1. Develops strategies for attracting new business to the community and for facilitating the growth of existing business.
2. Prepares an annual business plan and budget for the Economic & Tourism Development Function of the Town of Nipawin.
3. Develops positive relationships and maintains open communication with all stakeholders and constituencies of interest to the Town with respect to economic development activities, including Federal/Provincial governments, the Nipawin & District Chamber of Commerce, and the Twin Lakes District Planning Commission.
4. Prepares economic development activity reports for presentation to Council including economic development forecasts and the status of related funding applications. In cooperation with the CAO, prepares agendas for meetings of Council's Economic & Tourism Development Standing Committee.
5. Help provide market research, analysis, planning and tourism services for tourism related businesses, as part of Tourism Nipawin. They will collect, analyze and report findings and help develop tourism profiles of the Nipawin market.

6. Develops and organizes workshops, meetings, ceremonies and other events for publicity, tourism and information purposes.
7. Provides a variety of support services designed to assist new or expanding businesses to be successful, including research, business plan development and coaching/mentoring.
8. Conducts periodic research into community needs and sustainable economic development opportunities. Maintains detailed economic, demographic and infrastructure (land and buildings) records to support the information needs of prospective business initiatives.
9. Assists in the preparation of brochures, reports, newsletters and other materials.
10. Maintains a current knowledge of all funding programs that may be available to support economic development/tourism initiatives.
11. Prepares and delivers educational and publicity programs and/or informational materials to increase awareness of historical properties, museums, galleries and other local tourist attractions.
12. Responds to general enquiries or media requests for information with regard to economic development/tourism activities following approved policies and procedures.
13. Will help develop and execute a comprehensive Tourism Development Plan to facilitate and encourage new investment in the community and support existing businesses.
14. Designs market research questionnaires.
15. Conducts social or economic surveys on local, regional or national areas to assess development potential and future trends.
16. Assesses business opportunities and develop strategies to attract venture capital.
17. Responds to enquiries from members of the business community and general public concerning development opportunities.
18. Reviews and evaluates commercial or industrial development proposals and provides advice on procedures and requirements for government approval.
19. Develops social and economic profiles of urban areas to encourage industrial and commercial investment and development.
20. Plans and develops E-commerce strategies.
21. Provides consultation on planning and starting of new businesses.

NOTE:

The duties listed are not set forth for the purpose of limiting the assignment of work and are not to be construed as a complete list of the duties normally to be performed under a job title or those duties temporarily performed outside the normal line of work.

JOB SPECIFICATIONS

Skill Factors:

Education/Qualifications:

- Certified Economic Developer (Ec. D.) – University of Waterloo or University of Sherbrooke EDAC program or equivalent – preferred
- Practical knowledge and demonstrated experience in the fields of economic development and tourism development – required
- Practical knowledge and demonstrated experience in the use of computer systems for business applications – required
- Saskatchewan Class 5 Driver's License – required
- A university degree in economics, commerce, business administration or public administration – preferred
- Qualification as a Professional Community & Economic Developer (PCED) – preferred
- Relevant programs/courses supported by the Saskatchewan Tourism Education Council – preferred

Experience:

- 3 to 5 years in marketing, sales and/or business development – preferred

Skills:

- Demonstrated ability to deal effectively with public complaints and work effectively with community organizations demonstrating exemplary customer service and interpersonal skills.
- Able to deal with emergencies expeditiously and organize and direct efforts to rectify the problem.
- Considerable knowledge of the *Municipalities Act* and other Provincial Acts which apply to Local Government, as well as Town bylaws and regulations, policies and procedures.
- Demonstrated ability to draft clear, concise reports, studies and documents and possess the ability to present them to diverse audiences.
- Demonstrated ability to investigate, plan, organize, and implement solutions to complex issues and operational problems.
- Computer literacy, including: MS Word, Excel, Power Point and knowledge of other related hardware and software programs.
- Excellent managerial, leadership, and interpersonal skills including: negotiations, dispute resolution and communications skills and the ability to manage conflict and sensitive situations in a tactful and professional manner.
- A record of effective fiscal responsibility including budget development and management.

Communications:

- Must possess superior interpersonal skills.
- Must be able to communicate clearly and effectively, both orally and in written format, with sound knowledge and ability in the preparation of technical and non-technical reports.
- Must possess the ability to maintain harmonious working relationships with the general public and other staff members.

Tasks:

- Must be able to work effectively with minimal supervision and as part of a team.
- Must be able to maintain confidentiality in relation to information received or collected during the course of the work.
- Must be able to adapt effectively to changing operational priorities and tasks and must be able to work effectively on multiple projects at the same time
- Must be able to complete all tasks in a safe manner, following established safety rules and regulations.

Effort Factors:

Mental Demands:

- Work is primarily conducted in an office environment.
- This position is subject to pressure and challenge caused by the demand for services. Strong legislative knowledge and the requirement for providing quick, accurate and precise information is critical.

Tasks:

- Must maintain a demonstrable appreciation for, and interest in the growth of the Town
- Must be able to work effectively with minimal supervision
- Must be able to maintain confidentiality in relation to information received/collected

Mental Demands:

- Must be able to respond to frequently changing operational demands
- Must be able to deal effectively with difficult people
- Must be able to understand written or verbal instructions

Working Conditions:

- Must be able to maintain flexible hours of work, including shift hours, weekends, and evenings as required