



CITY OF
PRINCE GEORGE

JOB DESCRIPTION

JOB TITLE: ECONOMIC DEVELOPMENT OFFICER PROGRESSION **SCHEDULE:** B
DIVISION: ECONOMIC DEVELOPMENT **PAYGRADE:** B16 - 20
DEPARTMENT: PLANNING & DEVELOPMENT (UNDER REVIEW)

JOB SUMMARY:

The Economic Development Officer is responsible for providing support for the implementation and delivery of initiatives of the City's comprehensive economic development strategy and related initiatives that attract investment and business opportunities to Prince George and for actively pursuing activities that support business attraction, retention and expansion in the community.

The incumbent is involved in activities such as: economic planning, marketing and promotion, project management, research, information management and community engagement. The core work is similar at all levels but as the work becomes increasingly complex, there is an increased requirement for independent judgment, self-motivation, creative problem solving, political acumen, communication skills, accuracy and attention to detail, and prioritizing and organizing an increasing workload. This position will involve working outside of regular office hours and periodic out-of-town travel. Subject to Schedule D hours. Performs related duties.

MAJOR RESPONSIBILITIES:

**Under the general direction of the Manager, Economic Development:
Supports the delivery of the Economic Development Strategy by:**

- providing support and recommendations to the Manager on sound economic development strategies and programs;
- conducting research and analysis to support the development of business support, business attraction, workforce development, and marketing and communication projects and programs;
- preparing correspondence, written reports, sector profiles, proposals, data summaries and presentations regarding key findings on target industries, markets, key messages, and partners, including content development and production of materials;
- developing and delivering various projects and programs to support economic development activities within established program delivery budgets;
- providing economic and business development information to existing and prospective businesses and investors, business development proponents, government and other private and public sector stakeholders, including relevant expertise and support for community economic development initiatives;
- maintaining an awareness of current economic issues and opportunities important to the development of Prince George's economy;

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- establishing and building relationships with local and regional businesses, major employers, potential investors, industry associations, entrepreneurs, post-secondary institutions, and financial institutions to facilitate economic growth and diversification;
- liaising with investors, government agencies, the business community and educational and financial institutions to implement initiatives and strategies that define both short- and long-term economic development goals and monitoring progress toward well-defined deliverables;
- supporting and/or making presentations to the general public, community stakeholders, other City staff and City Council as required;
- coordinating and/or participating in conferences and trade shows to represent and promote the City;
- monitoring, maintaining, and producing content for use on platforms including but not limited to: social media platforms, websites, videos, marketing materials, advertisements, op-eds, and advertorials;
- applying for or providing referrals to available funding programs; and
- performing other related duties as required.

ECONOMIC DEVELOPMENT OFFICER 1 (B 16 UNDER REVIEW)

The Economic Development Officer 1 provides operational support and technical expertise and acts as an analyst and/or project manager for frequent, smaller and less complex assignments as required. Independent judgement and action are exercised in the technical aspects of the work. Under general supervision, unless the tasks assigned are of a routine nature well-defined by precedent, the work is reviewed by the Manager.

QUALIFICATIONS:

Education: A related bachelor's degree or two year diploma from a publicly-accredited, post-secondary institution recognized in the BC Transfer Guide.

Experience: With a bachelor's degree – a minimum of one year of related experience in an economic development role which includes the preparation and implementation of business, workforce development, and marketing plans. With a diploma – three years of related experience.

Knowledge and Skills: As listed at end of document.

ECONOMIC DEVELOPMENT OFFICER 2 (B18 UNDER REVIEW)

The Economic Development Officer 2 functions at an intermediate level requiring increased independent judgment and expertise in economic development within the local government framework. The Economic Development Officer 2 can effectively draft and manage several complex projects with minimal oversight from the Manager.

Responsibilities include: monitoring and changing tactics within the framework of various projects or programs based on research findings, having a knowledge of best practices; leading inter-divisional teams dealing with complex issues; beginning to demonstrate political acumen; liaising with, and coordinating and synthesizing input from other divisions and departments; conducting analysis on economic trends and how current policies and bylaws may have an effect on them, researching best practices; consulting with stakeholder agencies, businesses, and the general public; representing the Department on various committees; responding to enquiries regarding economic development opportunities or barriers; managing and leading the stakeholder consultation process; presenting

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materials at meetings; utilizing multiple municipal plans and policies; preparing a variety of reports for submission and presentation to Council; preparing and submitting grant applications to appropriate programs; supporting procurement of appropriate contractors and consultants; and assisting with mentoring junior members of the team.

QUALIFICATIONS:

Education: A related bachelor's degree or two year diploma from a publicly-accredited, post-secondary institution recognized in the BC Transfer Guide.

Experience: With a bachelor's degree – a minimum of three years of related experience in an economic development role which includes the preparation and implementation of business, workforce development, and marketing plans. With a diploma – a minimum of five years of related experience.

Knowledge and Skills: As listed at end of document.

ECONOMIC DEVELOPMENT OFFICER 3 (B20 UNDER REVIEW)

The Economic Development Officer 3 is an advanced level of work with independent judgment and action, that provides advice comprehensively and strategically. Work involves dealing with complex city-wide economic development issues and the incumbent understands the multiple plans and policies' effect on decisions, processes and procedures, and provides advice accordingly. The work is carried out in consultation with internal and external stakeholders.

There is a strong component of community capacity-building, as well as carrying out complex projects with while steadily navigating the multiple facets of risk to success. The duties require superior interpersonal skills including mentoring, facilitation, and problem resolution. In conjunction with the Manager, the incumbent assists in overseeing the day-to-day operation of the division including providing direction on workflow and priorities as approved by the Manager; consultant contract management and review; and identifying, developing, and ensuring that existing City policies, procedures and practices related to the operation are identified, documented, communicated to staff and consistently applied. The incumbent provides advice and recommendations on issues and strategic direction. The incumbent handles a full range of reports to the final report stage including the preparation of reports for Council consideration, integration with partner and funding agreements, and organizing and participating in meetings.

The incumbent is required to exercise independent judgment in scoping and conceptualizing plans and project work, developing and overseeing work programs and public processes, and providing knowledge and direction to staff and consultants. Additional responsibilities include: undertaking independent research studies and special projects, including developing and amending policy; preparing grant and award applications; evaluating the effectiveness of policies, plans and bylaws, and implementing actions on them. There is a high level of independence required at this level as there are few internal staff to refer problems and tasks to. At this level, the incumbent works on projects of a more politically sensitive nature, requiring a high level of political acumen and strategic thinking.

QUALIFICATIONS:

Education: High school graduation, along with a related bachelor's degree or a two year diploma from a publicly accredited, post-secondary institution recognized in the BC Transfer Guide. Professional certification from the International Economic Development Council (CEcD) preferred.

Experience: With a bachelor's degree – a minimum of five years of related experience in an economic development role which includes the preparation and implementation of business, workforce development, and marketing plans. With a diploma – a minimum of seven years of related experience.

Knowledge and Skills (All Levels): Considerable knowledge of workforce planning, business planning and investment decision making. Ability to conduct economic and market research. Ability to effectively manage economic development and other related planning processes. Demonstrated business sales experience. Proven ability to build relationships with Community Stakeholders. Ability to create annual work plans that identify short and long-term goals, define work objectives, key performance indicators, and performance metrics; demonstrated project management experience. Strong knowledge of research and statistical processes. Exceptional ability to self-motivate and to function with minimum direction and supervision. Advanced skills in facilitation, presentations and public speaking. Strong research, grant and report writing skills. Excellent interpersonal skills to build and maintain cooperative working relationships with other City employees. Ability to deal courteously, tactfully and diplomatically with members of the general public, community and special interest groups, and internal and external customers. Strong written and verbal communication skills. Ability to work within, and contribute to, a proactive team environment. Ability to display independent initiative, judgment, creativity and innovation in developing future solutions. Ability to facilitate problem resolution. Demonstrated commitment to customer service. Strong organizational, time management and project management skills. Ability to manage social media platforms, engage and increase followers. Demonstrated competence with various computer programs pertaining to the work. Knowledge of WorkSafe BC regulations, occupational hazards and safe work procedures as it relates to the position, including but not limited to: bullying and harassment, working alone and other significant hazards.

Valid BC Driver's License:	Yes. Valid BC driver's license – unrestricted Class 5.
Vehicle Usage:	Yes. As per vehicle usage policy.
Police Information Check:	No.

Prepared by: D. Corstanje, S. Young
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