



ECONOMIC DEVELOPMENT SECTOR SPECIALIST

The City of Belleville, known as the 'Friendly City', is located at the mouth of the Moira River where it meets the picturesque Bay of Quinte. Experience world-class fishing, boating, cycling and walking along approximately 14 kilometers of waterfront trails. Situated between Toronto and Montreal, and less than one hour from the U.S. border, the City truly is at the center of it all. Over 56,000 people make Belleville their home and over 220,000 live within 30 minutes of the City. We are in close proximity to Prince Edward County where you can discover award winning wineries and numerous beaches including Sandbanks Provincial Park. We are home to Loyalist College of Applied Arts and Technology as well as Albert College, Canada's oldest co-ed boarding independent private school. The historic downtown core provides numerous restaurants, shopping and live music and theatre venues for an amazing cultural experience. Our inviting blend of small town warmth and big city amenities, quality of life and affordable housing make Belleville the perfect place to live, work and play. More information is available at www.belleville.ca.

We are looking for a highly motivated, strategic and dynamic individual to join the Economic Development Division at the City of Belleville in this newly created position of Economic Development Sector Specialist.

PURPOSE AND SCOPE:

Reporting to the Director or designate, the Economic Development Sector Specialist is accountable for developing, operationalizing and maintaining the economic development strategy for key strategic economic sector(s) at the City of Belleville. Under the leadership of the Director, and the present Tourism Sector focus, the incumbent will be responsible for visitor and resident attraction program development and maintenance, marketing, revenue and communication strategies, community outreach and relationship management, and continuous program evaluation and enhancements.

KEY DUTIES AND RESPONSIBILITIES:

- Increase visitor & resident attraction through experience development, tourism product development.
- Develop marketing & communications strategy & content.
- Coordinate contracts & services with partners: Chamber, BQRMB, Community Services, Transportation & Operations.
- Support revenue generating activities and programs: MAT, Short Term Accommodation Licensing, etc.
- Develop and implement the sector operational plan and support internal and external planning that impacts sector.
- Market research & strategic product development
- Manage marketing & promotions budget related to tourism
- Committee participation: EDDC, BQRMB, Chamber Tourism
- Establish and maintain a professional network that supports operational objectives.
- Maintain contacts and client data in database or CRM
- Conduct evaluations of programs, surveys of client satisfaction, and report KPI outcomes.

EDUCATION/SPECIALIZED TRAINING/SKILLS:

Essential (minimum) Qualifications:

- University Degree within a relevant area of study (e.g. economic development business management; planning) or equivalent combination of post-secondary education & experience
- Knowledge of business management approaches and techniques
- Knowledge of financial management and working with financial data
- Demonstrated communication skills both written and verbal
- Demonstrated marketing skills
- Adult education, training and facilitation skills
- Experience with professional business report writing
- Demonstrated analytical and problem solving abilities
- Demonstrated customer service abilities
- Ability to work independently and as part of a team
- Demonstrated project management skills

Asset (preferred) Qualifications:

- Prior experience leading or guiding staff preferred
- Prior experience drafting Council reports

WORK EXPERIENCE:

Essential (minimum) Qualifications:

- 5 years' experience within functional area
- Valid G Driver's license

Asset (preferred) Qualifications:

- Prior experience working in a political environment

WHAT'S IN IT FOR YOU:

- Competitive market salary
- Competitive employer-paid extended health benefits
- OMERS Pension Plan employer-matched contributions
- An excellent growth opportunity to join a newly created role and define it as your own, in a growing division
- Opportunity to enter in a hybrid work arrangement subject to applicable policies and approvals, following the successful completion of the probationary period
- Live, work, and play in the beautiful city of Belleville and experience all that it has to offer

Position Type: Permanent Full-Time

Closing Date: May 12th, 2023 at 4:30 p.m.

Department: CAO Department, Economic Development Division

File Number: SV23-63

Salary: \$85,654 – \$101,970 (subject to formal job evaluation)

Hours: 35 hours per week; Monday to Friday from 8:30am to 4:30pm with additional hours as required

Employee Group: Management and Administrative Group

How to Apply:

careers.belleville.ca

Personal information and any supporting material will be administered in accordance with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA). We thank all applicants who apply but advise that only those selected for an interview will be contacted.

Please be advised that the City of Belleville uses email to communicate with their applicants for open job postings. It is the applicant's responsibility to include an updated email address that is checked frequently and accepts emails from unknown users. As we send time sensitive correspondence regarding recruitments via email, it is imperative that applicants check their email regularly. If we do not hear back from applicants, we will assume that you are no longer interested in the job posting.

The City of Belleville is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environments. We will accommodate the needs of applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Division to ensure your accessibility needs are accommodated throughout this process.

Applicants will be required to provide at their own expense a satisfactory criminal reference check dated within the past six (6) months, proof of full vaccination against COVID-19, and if deemed a requirement of the position, a driver's abstract to the Human Resources Department on or before the date of the interview but no later than the commencement of employment if selected.