

**COMMUNITY DEVELOPMENT OFFICER
PLANNING AND ECONOMIC DEVELOPMENT****POSITION SUMMARY**

Under the direction of the Manager of Economic Development, the Community Development Officer provides the support necessary to implement the actions and adhere to the principles of the Frontenac County Economic Development Charter. Operating in a highly confidential structure, the Community Development Officer will identify, support, and facilitate opportunities for new and existing businesses, nourish collaboration among the business community, and help to ensure the growth, overall health, and vitality of the four Townships and the Frontenac region as a whole. As an innovative and strategic thinker, the Community Development Officer has well-developed interpersonal, communication, and presentation skills along with a strong focus on clients. The Community Development Officer will carry out the duties in alignment to the organization's mission, vision, and values and work to further its priorities.

SUPERVISION RECEIVED

Works under the supervision of the Manager of Economic Development

CORE COMPETENCIES

- Demonstrates the core Corporate competencies: Professionalism, Respect and Integrity; Client Service Orientation; Accountability, Commitment and Perseverance; Communication; Innovation/Process Improvement; and Teamwork
- Demonstrates the core Department competencies: Build Partnerships; Develop Networks; and Drive for Results

KEY RESPONSIBILITIES AND ROLE EXPECTATIONSAnalysis and Advancement of Community Development:

- Acts as the point of contact for prospective businesses, community organizations and individuals, connecting them to appropriate resources for setup, expansion and growth within the four Townships of Frontenac, navigating roadblocks as necessary
- Works with prospective and local business owners to facilitate business promotions
Manages the Frontenac Ambassador Program, actively recruiting new ambassadors to strengthen the identity of the region, build a strong network of connected businesses, and collaboratively achieve goals to benefit the entire region
- Acts as a liaison with existing business and local community, providing innovation and leadership on policies, programs and communication between groups with similar interests

- Assists and supports broad business attraction, community development, and other related initiatives undertaken by the Townships
- Cultivates relationships with partners to ensure efforts are coordinated and initiatives are not duplicated. (e.g. Frontenac Community Futures Development Corporation [CFDC], Land 'O Lakes Tourist Association [LOLTA], Townships)
- Maintains awareness of regional, provincial, and federal economic planning programs and activities
- Understands the local economic climate, and advocates for the needs of the business community as the relate to strategic initiatives
- Updates key demographic figures and information important to business attraction
- Researches need for and viability of particular projects within the Frontenac County Economic Development Charter; develops business plans as required
- Makes the required connections of related industries (e.g. accommodations, local food, artisans) to enrich marketing possibilities (mapping, packaging)
- Researches and prepares high quality grant proposals and obtains the necessary support from the communities and relevant organizations in a timely manner, exercising extreme confidentiality of the sensitive information

Regional Marketing and Branding

- Manages the web portal www.infrontenac.ca as a dynamic investment, business, and new resident attraction tool
- Contributes dynamically to the Frontenac's social media platforms in an effort to promote the Frontenac region, and attract new visitors, residents, and businesses
- Acts as a spokesperson for the region when opportunities arise, communicating the Frontenac story in a compelling way to new audiences
- Identifies and develops a variety of promotional and marketing tools and community building events to attract and grow new businesses, associations and new residents to the Townships
- Develops resources to support, implements and monitors effective marketing strategies
- Contributes to the development of marketing materials for Frontenac; collaborates with existing economic development committees of Frontenac to develop recruitment marketing programs and materials
- Identifies gaps, community needs, and market potential, keeping in mind the potential need for multiple models to meet the County's vast and varied geography

Health & Safety

- Protects own health and safety and the safety of others by adopting safe work practices, reporting unsafe conditions immediately, and attending all relevant in-services regarding occupational health and safety
- Follows all guidelines for employees and employers as legislated under the Ontario Occupational Health and Safety Act

Other Duties

- Completes other duties as assigned

The foregoing description reflects the general duties necessary to describe the principal functions of the job identified and shall not be construed to be all of the work requirements that may be inherent in this classification.

EDUCATION AND EXPERIENCE:

- Graduate of a post-secondary program in either Marketing, Communications, Public Relations or a related field; Degree preferred
- Minimum of three (3) years of progressive experience in economic or business development, communications, marketing, tourism, public relations, or related field; preferably in a municipal environment
- Experience working collaboratively on economic development initiatives to support and improve business opportunities and knowledge of planning processes an asset
- Solid network of contacts within the municipality, an asset

KNOWLEDGE, SKILLS & ABILITIES:

- Demonstrated knowledge of all legislation and regulations pertinent to the role as well as an understanding of policies and legislation affecting the department
- Demonstrated knowledge of economic development principles as they relate to rural and small town communities
- Demonstrated knowledge of social media and how to effectively utilize the platforms in performing the duties of the position
- Intermediate computer proficiency using Microsoft Office Suite of products including Word, Excel, PowerPoint, Outlook, and the ability to use content management systems and client relationship management software as well as other software applications
- Demonstrated ability to maintain highly confidential and sensitive information, particularly related to community businesses and future direction and strategy, while exhibiting discretion and good judgement
- Demonstrated partnership-building and network development skills, including the ability to motivate, negotiate, and influence stakeholders into a course of action
- Capacity to maximize and drive business results
- Ability to work effectively with a broad range of people and professionals, including entrepreneurs, developers, real estate agents, and landlords
- Ability to express ideas clearly and concisely with ease and confidence in a professional, consistent and positive manner
- Solid communication skills, both written and verbal and ability to communicate information to a diverse audience base
- Ability to champion new ideas and initiatives within the scope of the position
- Ability to balance long-term strategic issues and goals with short-term priorities
- Ability to prepare accurate and detailed records and reports
- Demonstrated attention to detail and ability to perform high level analysis


- Demonstrated ability to be a team player who is able to establish and maintain effective working relationships with fellow employees, clients, residents and the public
- Demonstrated trouble shooting skills and ability to problem solve issues that may arise in carrying out the duties of this position; ability to navigate through roadblocks, using an innovative and creative approach to problem solving
- Demonstrated professional work ethic and behaviours in interaction with internal and external contacts
- Demonstrated respect for individual differences and competencies
- Demonstrated ability to build resiliency and be aware of own strengths and limitations
- Proven willingness to learn and acquire new information and skills
- Demonstrated commitment to client-centered service/care
- Demonstrated time management and prioritization skills with the ability to function within a fast-paced environment, responding with flexibility to changing priorities
- Demonstrated ability to adapt to change within an environment with a continuous process improvement mindset
- Demonstrated understanding and commitment to health and safety policies, procedures and applicable legislation
- Demonstrated ability to attend work on a regular basis
- Must hold a valid Class “G” driver’s license
- Satisfactory Criminal Reference Check
- Demonstrated ability to meet the physical demands of the position

WORKING CONDITIONS:

- Varied hours of work to meet the operational demands including attendance at meetings outside of regular business hours, evenings and weekends
- Frequent driving in a vehicle; travel throughout the region
- Independent travel to meet potential clients/businesses in rural or home environments
- Periods of time sitting in meetings, viewing a computer monitor and keyboarding

COMPENSATION:

- Probationary period of six (6) months
- Remuneration at the Band K non-union grid level

Manager Signature:	
Date:	