

# The Township of Huron-Kinloss

## POSITION DESCRIPTION

Position Title: BUSINESS & ECONOMIC OFFICER			
Reports to:	Manager of Strategic Initiatives	Last Revision Date	October 2021
Department:	Administration	Positions Supervised:	Lighthouse Coordinator Tourism Office Student
Position Status:	Full Time	Job Grade:	
Nature and Scope of Position			
Promotes the Township of Huron Kinloss and its strengths as a place for investment, growth and development. Responsible for Tourism Development.			
<b>Key Result Areas</b>	<b>Major Responsibilities</b>		<b>Success Indicators</b>
Economic Development and Tourism	<ul style="list-style-type: none"> <li>Assists the CAO with promoting a professional standard of economic development activities and relations with existing and prospective businesses, community groups and residents.</li> <li>Is the primary contact and liaison with prospective and expanding businesses that may need assistance with site locations, understanding municipal procedures and regulations, labour force and economic/statistical data.</li> <li>Responsible for Tourism in the Township of Huron Kinloss.</li> <li>Co-ordinates the Huron-Kinloss Ice Cream Trail, including media interviews, signage, development of new trail stops, brochure development.</li> </ul>		<ul style="list-style-type: none"> <li>Consistently promotes and actively seeks new opportunities to increase economic and tourism activities.</li> <li>Increased ice cream trail entries; minimal or no negative feedback from patrons</li> <li>Positive media reviews</li> </ul>

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	<ul style="list-style-type: none"> <li>• Coordinates the operation of the Point Clark Lighthouse</li> <li>• Coordinates the operation of the Lucknow Tourism office</li> <li>• Develops and expands the Township's current tourism and promotion initiatives by engaging in promotional activities for municipal and private tourism-related facilities and events; e.g., holiday shopping pass</li> <li>• Develops innovative, creative ideas, partnership funding, sponsorships, and public/private endeavours.</li> <li>• Assists with the coordination and promotion of festivals and events within the municipality and ensures continued development of media relations to assist community groups with their events if needed.</li> <li>• Creates methodologies for the implementation of approved programs designed to expand the industrial/commercial and residential activities within the Township of Huron Kinloss.</li> <li>• Implements the Spruce the Bruce Action Plans acting as the staff resource for downtown revitalization.</li> <li>• Assists the Lucknow Chamber of Commerce and Ripley Business Community by developing promotions and serves as an advocate for downtown revitalization.</li> <li>• Obtains alternative sources of funding, seeking grants, developing partnerships, and or private funding.</li> <li>• Co-ordinates the development and implementation of the municipal cultural plan and the Business Retention and Expansion Plan.</li> <li>• Develops, produces and maintains promotional materials for the municipality's economic development and tourism strategy in both printed and electronic forms</li> <li>• Co-ordinates any façade programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Lighthouse visitors/tours</li> <li>• Positive tourism feedback</li> <li>• Provides accurate and current information on municipal procedures, regulations and statistics to businesses</li> <li>• Developed creative, innovative ideas in fiscal year.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Coordinates projects as determined by Council.</li> </ul>	
<p>Administrative Duties:</p>	<ul style="list-style-type: none"> <li>• Writes and submits grant proposals.</li> <li>• Maintains Municipal business directory</li> <li>• Assists with maintenance of community event and community services information.</li> <li>• Responsible for the maintenance of the municipal website as it relates to tourism and economic development.</li> <li>• Acts as secretary to both the Ripley and Lucknow Downtown Revitalization Committees.</li> <li>• Provides support to the Music in the Fields Committee.</li> <li>• Responsible for the development of the Discovery Guide publication.</li> <li>• Develops surveys for statistical purposes and analyzes results</li> <li>• Reports to Council and attends meetings as required.</li> <li>• Media Coordinator alternate for Emergency Control Group.</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate and current business directory and community event information on line, and brochures</li> <li>• Effectively supports Committees and produces agendas and minutes accurately and efficiently.</li> </ul>
<p>Teamwork</p>	<ul style="list-style-type: none"> <li>• Works cooperatively with team members and staff in other departments to ensure necessary workflow and coverage.</li> <li>• Provides support and back up to other staff in department as necessary.</li> <li>• Assists in establishing, maintaining and achieving goals, objectives and work plans.</li> <li>• Remains current on and adheres to corporate and departmental policies and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Adheres to corporate and departmental policies and procedures.</li> <li>• Successful completion of WHMIS and Health and Safety Training.</li> <li>• Attendance at and completion of all training required by</li> </ul>

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	<ul style="list-style-type: none"> <li>• Ensures that own work is performed in a safe manner according to health and safety guidelines and procedures.</li> </ul>	<p>the Township of Huron-Kinloss.</p>
<p>Public Relations/Customer Service</p>	<ul style="list-style-type: none"> <li>• Demonstrates a strong public service orientation.</li> <li>• Responds promptly to public queries and requests.</li> <li>• Resolves public concerns and complaints or refers to supervisor or appropriate Department Head.</li> <li>• Represents the municipality on various regional and tourism bodies.</li> <li>• Primary contact for new or established businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Positive representation, no negative feedback</li> <li>• Responds to internal and external inquiries in a timely professional manner.</li> </ul>
<p>Other related duties as assigned.</p>		
<p><b>Qualifications</b></p>		
<p><b>Education:</b> Post secondary education in a related field</p>		
<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• Marketing experience</li> <li>• Municipal knowledge</li> <li>• Geographic Information systems, training and knowledge</li> <li>• working with the public</li> </ul>		
<p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Working knowledge of the municipal functions.</li> <li>• Computer and software knowledge; e.g., Microsoft Office (Word, Excel, Access, Publisher), E-Mail and the Internet.</li> <li>• Organizational, typing and communications skills.</li> <li>• Able to maintain confidentiality of information.</li> <li>• Able to read material for accuracy.</li> </ul>		

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- Able to write clear, concise letters and reports.
- Good verbal and problem solving skills.

## **Physical 'Effort & Working Conditions**

- Work is typically performed in an indoor office environment.
- The mental effort requires a reasonable degree of concentration on a variety of activities and the processing and interpretation of information.
- Problems to be addressed require specialized knowledge and skills to solve.
- Required to interact politely and effectively with the general public and to respond to questions and minor complaints from the public.
- Regularly required to prioritize variable workload.
- Sustained manual dexterity is required to operate normal office equipment.
- Work generally has a low risk of injury.

The Township of Huron-Kinloss is committed to providing information in the format that meets your needs. We have made every attempt to make documents accessible but there may still be difficulty in recognizing all of the information. Please contact us if you require assistance and we will make every attempt to provide this information in an alternative format.