



Job Description

Working Title:	ECONOMIC DEVELOPMENT SPECIALIST
Position Type:	PERMANENT
FTE (ie: 1.0, 0.5):	1.0
Classification:	LEVEL 4
Division:	STRATEGIC SERVICES
Department:	OCAO
Reports To:	ECONOMIC DEVELOPMENT MANAGER
☐	New Position
☒	Update of current position
☐	Significant changes (at least 50% of job has changed) – Job Evaluation required

SECTION 1: PURPOSE OF POSITION

Reporting to the Economic Development Manager, the Economic Development Specialist contributes to the implementation of the Economic Development Strategy and strategic priorities. The Specialist works ensure Stony Plain remains an attractive, investment-friendly, and future-ready community through marketing and communication activities, data collection & analysis and general economic development support. This position supports and maintains business and stakeholder partnerships, plans and implements events, contributes to the strategic and corporate planning process, and contributes to policy and procedure development. The specialist offers administrative support where required to elevate the business unit's overall impact.

SECTION 2: KEY RESPONSIBILITIES

Time Percentage	Key Responsibility
-----------------	--------------------

40%	<u>Information and Promotion</u> • Develop and execute innovative marketing strategies, leveraging the business unit's microsite, print collateral, and digital campaigns to enhance the community's appeal to businesses and investors; • Lead the creation of the business unit's monthly e-newsletter, ensuring a continuous flow of relevant information to subscribers; • Coordinate and/or support special economic development events elevating the Town's profile and fostering increased investor interest; • Facilitate effective communication and engagement with stakeholders, local business community, and investor clients, ensuring a robust and informed network; • Coordinate and organize workshops, meetings, and business events to attract business and investors to the community; • Maintain and update the business unit's microsite; • Create and maintain the Town of Stony Plain Business Directory.
20%	<u>Data Collection and Analysis</u> • Research, collect, and analyze economic and statistical information, providing valuable insights to inform internal and external decision-making; • Disseminate findings through the business unit's microsite and other channels, ensuring that data-driven decisions guide business development opportunities. • Support site locations through efficient data compilation, coordination of tours, and proactive response to inquiries, • Support business retention programs through data-driven insights, impactful recommendations, and collaborative support.
20%	<u>Business and Stakeholder Relations</u> • Cultivate and maintain strong relationships with community members, business, and investors to market Stony Plain's value and opportunities for sustained growth and new investment; • Support and maintain high-impact partnerships and collaborations that contribute to the successful implementation of Economic Development initiatives; • Represent the Town as a liaison by attending various meetings and/or events that elevates the overall business unit.

15%	<u>Administrative and Special Projects</u> • Execute and/or lead projects within the Town's Economic Development Strategy and Action Plan, and relevant plans ensuring compliance with internal and external requirements. • Draft and facilitate the approval of key documents, reports and project charters and ensures project compliance with applicable internal and external requirements; • Contribute to the development of economic development policies, plans, and guiding documents that shape the Town's future; • Create and submit quarterly reports, providing insights into the business unit's achievements and strategic contributions; • Provide general administrative support to the Economic Development Manager as required in all areas related to the scope of the business unit and/or department • Assist in developing and responsibly managing the business unit budget.
5%	<u>Other</u> • Demonstrate ability as a strong team player while championing the organization's Core Values and Leadership Principals; • Participate in and promote the Town's Occupational Health and Safety Program; • Other duties as assigned by the Economic Development Manager and within the scope of this position.

SECTION 3: SUPERVISION OF OTHERS

Position Title	Direct	General
N/A	☐	☐

SECTION 4: QUALIFICATIONS

Level of education and experience required:

- Post-secondary degree or diploma from a recognized education institute in the area of Marketing, Business Administration, Economics or related field.
- Minimum 2 years' Marketing experience or Economic Development experience or related field in a Municipal or similar setting.

Required designations, licenses, Certificates required:

- Designation as a Certified Economic Developer (CEeD) considered an asset.
- Valid Alberta Class 5 Drivers License.
- Incident Command System (ICS) training would be considered an asset.

Required Knowledge, Skills and Abilities:

- Applied knowledge of marketing and proficiency in developing and executing marketing strategies;
- Applied knowledge of economic and business development;
- Demonstrated ability to lead and execute projects;
- Strong website, social media, and digital proficiencies and experience with E-newsletter platforms;
- Superior written and oral communications skills;
- Excellent interpersonal skills with the ability to foster and maintain effective working relationships with diverse internal and external stakeholders;
- Strong organization skills including the ability to independently set priorities adapting to varying workloads and time lines;
- Analytical research skills for economic data collection and analysis;
- Basic understanding of policy development processes;
- Availability to work outside regular business hours is a requirement to host and/or attend; community or regional meetings and events;
- Ability to work in all weather conditions and lift/push/pull up to 50lbs;
- Familiarity of applicable Privacy Legislation required for electronic use and sharing of information.

Software/Technology

- Microsoft Office Applications
- Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn in a business environment
- Website CMS platforms such as GovStack
- Customer Relationship Management tools such as HubSpot

PHYSICAL EFFORT

☒	Routine office environment. Limited physical effort. A variety of typical office requirements such as sitting, standing and walking. Limited physical effort. Limited intense visual concentration is required. Infrequent physical effort (lifting, bending, etc); Infrequent peaks of concentration are necessary for short periods from time to time (e.g. several minutes up to half an hour) Interruptions or distractions occur occasionally, but do not interfere with completion of quality of work as the nature of the work is highly repetitive and routine
☐	Moderate physical effort, requires occasional lifting, bending, standing, climbing ladders, etc. Requires extended periods of standing or moving. Manual dexterity can include handling of items or tools of various sizes, sorting or manipulating small parts or materials or tools, where the pace of work can largely be controlled. Intense visual concentration is greater than 50% of the time. Moderate peaks of concentration (e.g. up to half day) are a typical, with some ability to control this by taking breaks from the task. Interruptions or distractions occur frequently and sometimes interfere with output quality or timeliness. Time pressures with the job are noticeable, but are not frequent or significant. May perform a moderate level of heavy physical activities (pulling, lifting, pushing heavy or awkward objects, etc). May require some specialized training and/or use of safety equipment.



☐	Regular, frequent or sustained and considerable physical effort is required with limited opportunities to rest except at scheduled breaks. May require a degree of major physical effort over an extended period of time. Requires frequent or regular considerable moving, standing or heavy physical activities (e.g. lifting, moving, or pulling heavy awkward objects on a regular basis). Typically requires some specialized training (certifications, etc) and/or use of safety equipment. May also require personal protective equipment. Regular, frequent or sustained, and substantial peaks of concentration are a typical throughout the day. It may not be possible to take breaks from tasks due to time pressures and deadlines that often oblige continuation until task completed. Interruptions and distractions occur frequently, and often to significantly interfere with the ability to complete the task correctly/in timely manner and consistently.
--------------------------	---

WORK ENVIRONMENT

☒	Routine office environment. Limited exposure to disagreeable aspects such as noise, heat/cold, dust, fumes, etc
☐	Moderate exposure to disagreeable aspects of the work environment. The job may require occasional exposure, but is limited in terms of frequency, severity, and/or duration. May require some specialized training, and/or use of safety equipment.
☐	Considerable, frequent or ongoing exposure to disagreeable aspects of the work environment. The job requires regular exposure in terms of frequency, severity, and/or duration. Typically requires some specialized training (certifications, etc), and/or use of safety equipment. May also require personal protective equipment.

Employee Name (if applicable): _____

Reviewed by Employee: _____

Reviewed by Manager: _____

Review Date: _____