



THE MUNICIPALITY OF

LAMBTON SHORES

POSITION TITLE: Economic Development Coordinator

DEPARTMENT: Administration

REPORTS TO: Chief Administrative Officer

SALARY: \$72,208 – \$90,260

1. Position Summary:

Reporting to the Chief Administrative Officer, the Economic Development Coordinator is responsible for planning, developing and implementing strategies to promote local economic growth and sustainability. This role involves managing multiple strategic initiatives, marketing, tourism, policy initiatives, programs and partnership development for the municipality in collaborating with businesses, government agencies, community organizations and other stake holders. The responsibilities are performed in accordance with legislation and regulations and the Municipality of Lambton Shores' policies and procedures.

2. Primary Duties:

- Provide leadership and coordination over a portfolio of special projects aligned with strategic priorities.
- Support the day-to-day implementation of the economic development areas within the strategic plan.
- Develop and implement economic development plans and initiatives to attract new businesses and retain existing businesses.
- Act as municipal liaison with both Sarnia-Lambton Economic Partnership and Tourism Sarnia-Lambton.
- Develop grant applications to secure funding for the municipality related to economic development.
- Administer the Municipality Community Improvement Plans through application review and recommendations.
- Administer the current grant programs offered by Lambton Shores to various community groups.
- Support the development and execution of a marketing campaign to encourage the sale of municipally-owned Industrial land.
- Develop and maintain external advertising/promotion/trade show campaigns that market Lambton Shores as a community of choice for new business and professional development.

- Encourage and seek out a variety of development to areas within the municipality as appropriate.
- Maintain awareness of current economic issues and opportunities important to the development of the municipality's economy.
- Conduct research, reviewing information, reaching out to stakeholders/groups and conducting follow up.
- Develop effective methods of business retention and expansion.
- Develop and maintain relationships/partnerships between local organization, businesses, industry and representatives of government with the aim of creating new economic opportunities.
- Expand the Municipalities tourism and promotion initiatives by engaging in promotional activities for municipal and private tourism-related facilities and events.
- Monitor financial status for projects taking appropriate action to ensure adherence to approved budget.
- Engages with other professionals and associations to ensure staying current with developments in the field.
- Demonstrate strong customer service to communicate with customers on a regular basis. Responds to customer queries in a reasonable timeframe, resolving concerns or complaints as applicable.
- Prepares clear, high impact reports that illustrate relevant economic, demographic and other trends and forecasts in order to guide and support economic development and business retention and expansion strategies.
- Performs other tasks as assigned.

3. Education Requirements and Skills:

- Three-year college diploma in economic development, business administration or related field.
- Certification through the Economic Developers Association of Canada Ec.D. or the ability to achieve such designation in a reasonable amount of time.
- Minimum of four years of experience or equivalent in economic/tourism/business development.
- Familiarity of the rural municipal landscape and understanding of municipal economic development issues.
- Excellent communication skills, both written and oral.
- Excellent skills in Microsoft Office Suite (Word, Excel, Outlook), email and internet.
- A valid driver's license and access to a reliable vehicle.
- Excellent customer service, interpersonal skills, including proven ability to liaise and collaborate on projects with a variety of internal and external stakeholders are key requirements.
- Must be able to work on complex issues that require new creative solutions and innovative approaches.
- Thorough working knowledge of Municipal Government Policies and procedures as well as applicable Municipal Legislation including but not limited to Planning Act, Development Charges, Municipal Act, etc.