

Woolwich Township Job Posting



Date: October 16, 2024
Position: Economic Development and Tourism Officer
Wage Rate/Grade: \$76,882.00 - \$96,103.00
Hours of Work: 35 hours per week

Discover the charms of the Township of Woolwich, a growing community with a bright, well-managed and well-planned future in the Region of Waterloo. Woolwich is known for its unique heritage, farms and farmers markets, scenic trails, bridges, and landmarks. Our communities provide a rural lifestyle with all the conveniences of urban centres nearby. The quality of life in Woolwich is superior, and as an employee of the Township, you'll play a key role in helping shape the next phase of our future growth and development.

Economic Development is seeking one (1) permanent full time Economic Development and Tourism Officer.

Purpose of Position and Profile:

Assist with developing policy alternatives to market the Township of Woolwich in support of its goals and objectives of balanced and steady economic growth, and to implement and manage corporate marketing and retention strategies for the purposes of economic development and tourism.

Responsibilities:

- Under the direction of the Chief Administrative Officer, responsible for attracting desired industrial, commercial, retail and tourism establishments including:
 - arrange meetings between prospective clients to discuss Township development plans
 - arrange concierge style meetings with prospective land developers and private land owners to facilitate economic growth for the Township
 - follow-up on leads and promote what the Township has to offer
 - travel as required representing the Township and attracting new clients
- Develop and maintain short- and long-range economic development and tourism plans including, but not limited to, retention and attraction strategies by matching investment interest with local opportunities
- Coordinate Tourism portfolio and manage Municipal Accommodation Tax strategy
- Liaise with Industrial/Commercial organizations/businesses and Tourism base
- Coordinate economic development and tourism activities, public relations, and promotional activities including, but not limited to, trade shows, conferences, workshops and seminars
- Work with the Community to find funding sources for various events, marketing, and professional development events for the business community
- Coordinate the preparation, maintenance and improvement of promotional materials, in conjunction with others, including the website, signage, the business directory and the community profile
- Develop and maintain a comprehensive inventory of available buildings/properties and a tourism database
- Maintain communications with various external organizations with a business development interest to maintain an awareness of trends, techniques and opportunities
- Prepare annual "State of the Economy" report
- Act as a member of committees as assigned
- Other duties as assigned

Required Knowledge and Skills:

- Economic development and/or tourism and/or planning degree or diploma from a recognized University or Community College
- Certified Economic Developer (Ec.D.) designation, preferred
- Knowledge of economic development and tourism principles and practices; experience dealing with rural economic development would be ideal in dealing with private businesses and respective community partner organizations; demonstrated knowledge of economic development and/or tourism contacts and programs
- Excellent interpersonal and communication skills working with private businesses and landowners to provide concierge style customer service solutions
- Ability to influence and work within a team environment, ensuring team members are kept current
- Ability to create partnerships and strategic alliances with businesses, not-for-profit, community organizations, and different levels of government
- Good problem solving and organization skills
- Knowledge of the municipal decision-making process
- Excellent computer skills including, but not limited to, MS Office
- Valid Ontario driver's license with a clean driving record and access to a reliable vehicle

Working Conditions:

- Works in a marketing and promotional environment with a high public profile particularly in the business community
- Flexible hours of work as required, frequent meetings and travel required

Interested applicants are invited to submit their resume via email to hr@woolwich.ca prior to **4:00 pm on Friday, November 8, 2024. Please quote job posting 2024-45.**

All applicants are thanked for their interest in these positions however, only those selected for an interview will be contacted.

The Township of Woolwich is committed to diversity and inclusion and offers an accessible workplace. We are an equal opportunity employer and are committed to meeting the needs of applicants during all phases of the hiring process. This document is available in alternate formats, or with accessible communication supports, upon request.