

## Employment Opportunity

### Economic Development Officer (Full-time)

The Town of Westlock is seeking an enthusiastic and strategic Economic Development Officer to join our dynamic team. If you are a motivated professional with a passion for fostering business growth, attracting investment, and building vibrant communities, this is your chance to make a meaningful impact in a thriving municipality.

You will be working in a vibrant community of 4,921 just 85 kilometres north of Edmonton. We have all the amenities and more. Living in Westlock you can experience live arts, concerts, all sports or belong to one of the multiple community organizations. Town amenities include the Rotary Spirit Centre multi-plex, the Aquatic Centre, skateboard park, ball diamonds, parks and playgrounds. The Town's strong business sector provides all the services and shopping you will need. Your co-workers are focused on providing great public service and having fun while doing so.

#### Key Responsibilities:

- Identify and implement innovative strategies to attract residents, businesses, and organizations to the Town.
- Support local businesses by developing programs for retention, expansion, and succession planning.
- Help create, maintain, and update the Town's Economic Development Strategy, ensuring alignment with municipal goals.
- Conduct research and provide analysis of economic trends, labor market statistics, and demographic data.
- Act as a liaison between the community, businesses, and government representatives to drive economic development.
- Promote Westlock at local, regional, and national events to attract investment and tourism.
- Oversee marketing initiatives, including the creation of promotional materials and maintaining economic development-specific website content.
- Support and administer business development programs, outreach initiatives, and grant applications.
- Collaborate with other departments, both internal and external, to facilitate investor approvals and ensure a seamless business experience.

#### Qualifications:

- A diploma or bachelor's degree in Economic Development, Business Administration, Urban or Regional Planning, Commerce, Marketing, or a related field.
- A minimum of 3 years of experience in Economic Development, Planning, or a related field, preferably in a municipal setting.
- Certification as an Economic Developer (Ec.D) or willingness to achieve.
- Membership in relevant economic development associations is an asset.
- Strong knowledge of municipal government operations, business development, and property development.
- Advanced skills in research, facilitation, presentations, and public speaking.

# TOWN OF Westlock

- Proficiency in Microsoft Office; knowledge of Adobe Creative Suite is an asset.
- High level of political acumen, dependability, and decision-making skills.

The Town of Westlock offers a collaborative and innovative work environment, opportunities for professional growth, and the chance to contribute to a vibrant and growing community. If you're looking for a career where you can shape the future of a community and leave a lasting impact, we'd love to hear from you!


The Town of Westlock offers a competitive salary and excellent employee benefit program including LAPP pension. The successful candidate will be required to provide a criminal record check and 5-year drivers abstract upon acceptance of the position.

**Questions:** Please call Danielle Pougher, Director of Planning & Development, 780-349-4444.

**Apply today and be part of our dedicated team:** Join the Town of Westlock and help us build a prosperous and sustainable future! This competition will remain open until a suitable candidate is found. The Town of Westlock thanks all applicants for their interest; however only those selected for an interview will be contacted.

Please submit your resume and cover letter detailing your relevant experience and qualifications with three references in confidence to:

Town of Westlock  
10003-106 Street  
Westlock, Alberta T7P 2K3  
Phone: 780-349-4444  
Fax: 780-349-4436  
Email: [employment@westlock.ca](mailto:employment@westlock.ca)



10003 106 Street, Westlock, Alberta, Canada T7P 2K3

Office: 780-349-4444 / Toll Free: 1-866-349-4445 / Fax: 780-349-4436

[www.westlock.ca](http://www.westlock.ca)



**REPORT TO: DIRECTOR OF PLANNING AND DEVELOPMENT**

**INCUMBENT: ECONOMIC DEVELOPMENT OFFICER (EDO)**

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The Economic Development Officer (EDO) is responsible for identifying, developing, and delivering activities that foster economic growth and support local business development in alignment with the Town's goals. The EDO will focus on managing stakeholder relationships, attracting investment, and supporting business expansion and retention. This role will contribute to the development of strategies, policies, and communications to grow Westlock's economy while ensuring that economic initiatives align with municipal and regional priorities.

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The Employee may be required on an ongoing basis to attend applicable training, workshops, seminars and courses at the discretion of the Employer in order to facilitate job knowledge and performance.

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**Key Responsibilities:**

**1. Planning and Strategic Development:**

- Pursue economic development projects, delivering programs and services to the businesses of the Town, while marketing and promoting Westlock locally, regionally, nationally, and internationally.
- Identify and implement strategies in collaboration with stakeholders, building on existing opportunities.
- Identify economic and business development opportunities for Westlock, including grants the Town can provide or leverage.
- Assist in the creation, review, and updating of the Town's Economic Development strategy.
- Develop and implement economic development initiatives that align with long-term goals and strategies.
- Monitor market conditions, emerging trends, and government policies, providing recommendations for adjusting economic development efforts.
- Provide support to the Director of Planning & Development in relation to the coordination and implementation of the Town's planning documents, including the Municipal Development Plan, in an expert capacity.
- Prepare reports, presentations, and provide advice to Senior Management, CAO, and Council.

## **2. Promotion, Communications and Marketing:**

- Provide marketing and communications support to business attraction, retention, and growth initiatives.
- Develop strategies and promotional campaigns to enhance Westlock's visibility as an attractive place to invest and do business.
- Oversee the design, production, and distribution of promotional materials relating to economic development.
- Provide writing services for internal and external communications related to economic development.
- Maintain and update content for the Town's website and economic development-related web pages.
- Support business recruitment efforts through the planning and execution of promotional events, marketing tools, and community-building activities.
- Work with the marketing and communications coordinator to promote economic development events, workshops, and business activities.
- Represent the Town at regional, provincial, and national events, including trade shows, conferences, and investment venues.
- Maintain and nurture relationships with local businesses, government agencies, community economic developers, and community groups.
- Promote available programs to assist with economic development at municipal, provincial, and federal levels.

## **3. Research and Reporting:**

- Collect and maintain current economic development data from local, regional, provincial, national, and international sources.
- Maintain accurate demographic data and an inventory of available commercial and industrial land and buildings.
- Conduct research and analysis on the local business community, economic trends, and workforce capacity.
- Develop and update economic policies and strategies, aligning with the Town's objectives.
- Prepare forecasts and information related to the economic climate, providing insights for strategic decision-making.
- Respond to inquiries and provide reports to stakeholders, including businesses, investors, and government representatives.

## **4. Liaison and Stakeholder Relations:**

- Act as a liaison between the community, businesses, government representatives, and other stakeholders to foster collaboration and support economic development.
- Participate in and act as a representative for the Town of Westlock during Westlock Economic Region Committee (WERC) meetings, events, projects, and initiatives.
- Serve as the front-line information provider for new businesses and investors seeking to establish or expand in Westlock.
- Act in a concierge capacity to guide prospective proponents through various approval processes.

- Facilitate communication between businesses, investors, local government, and the public.
- Develop and maintain effective working relationships with all Town departments to ensure the coordination of municipal services and business approval processes.
- Establish positive relationships with investors, commercial real estate brokers, developers, and other stakeholders.

#### **7. Tourism:**

- Work with tourism stakeholders to build and market experiences for visitors to the region.
- Manage marketing campaigns and social media to promote tourism products and increase visitation to the Town.
- Collaborate with organizations, businesses, and committees related to tourism to enhance the Town's tourism offerings.

#### **5. Business Licensing**

- Assist with the management and delivery of the Town's Business License program, including the renewal process, the business directory, and the Town's data management system.
- Lead and ensure the annual production and delivery of the Town's print Business Directory.
- Assist with periodic reviews and updates to the Town's Business License Bylaw.

#### **6. Financial and Budgetary Responsibilities:**

- Ensure adherence to the departmental budget, particularly in relation to business-related incentives and support grants.
- Provide input into the development and management of the economic development budget.
- Follow procurement policies and ensure financial transparency in all activities.

#### **Education and Experience:**

- **Required:** A 2-year diploma or equivalent post-secondary education in Economic Development, Business Administration, Community Economic Development, Marketing, Communications, Urban or Regional Planning, or a related field.
- **Preferred:** A Bachelor's degree in a relevant field is an asset.
- **Experience:** A minimum of 3 years of experience in economic development, business retention, planning, or a related field, preferably in a municipal setting.
- **Experience with:** Knowledge of municipal government operations, planning processes, property development, and economic development best practices.
- **Additional:** Proficiency in MS Office Suite, Adobe Creative Suite (InDesign, Illustrator, Photoshop), and website maintenance tools.

#### **Licenses/Certificates/Designations:**

- **Preferred:** Economic Development (Ec.D) designation or the willingness to achieve it is an asset.

- **Membership:** Membership in the Economic Developers Association of Alberta or Canada, or eligibility for membership is an asset.

### **Knowledge, Skills, and Abilities:**

- Strong working knowledge of economic development trends, investment attraction strategies, land and property development, site selection criteria, and related municipal, provincial, and federal government legislation and programs.
  - Outstanding interpersonal skills, with the ability to build and sustain relationships with diverse stakeholders.
  - Excellent communication and presentation skills.
  - High level of political acumen and the ability to navigate complex business and government landscapes.
  - Ability to work independently, demonstrate initiative, and manage multiple priorities.
  - Creative, proactive problem-solving and decision-making abilities.
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### **Guidance Received**

Directives, manuals, regulations, ordinances or other written guidelines used regularly by this position are:

- *Province of Alberta Municipal Government Act*
- Town of Westlock Bylaws
- Various reference manuals and material(s)
- Economic Development Plans or Strategies
- Town of Westlock Planning Documents
- Written and/or oral directives received from the Director of Planning and Development
- Town of Westlock Policies and Procedures

### **Contacts**

The Economic Development Officer will frequently have contact with the following:

- Alberta Government Departments and Organizations
- Town of Westlock Mayor and Council Members
- Westlock Economic Region Committee
- General Public
- Local businesses
- Potential businesses and developers
- Town of Westlock staff
- Town of Westlock organizations

### **Environment**

Features of work which create unusual demands or which create physical and/or mental stress are:

- Considerable pressure may be exerted on the Economic Development Officer to ensure work is completed, to meet deadlines, especially at key times.
- Requires discretion and confidentiality in all matters.
- The position requires some physical tasks, including lifting and moving promotional materials and setting up displays.
- Work outside traditional business hours and travel is required.

**Signatures**

**I have read and understand the contents contained within this job description. The Director of Planning and Development has informed me that this is a general description of the duties, responsibilities, and qualifications for the position of Economic Development Officer. This description will form the basis for my classification level and the basis for my performance evaluation.**

**Employees Signature:** \_\_\_\_\_

**Supervisor Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_