

BUILD A CITY. BUILD A FUTURE.



Strategic Promotions Specialist

*As one of the fastest growing cities in Canada, City of Surrey is a globally recognized leader in building vibrant, sustainable communities through technology and innovation. City of Surrey employees are talented innovators, inspired by meaningful work and the opportunity to drive our city—and their careers—forward. **Build a City. Build a Future** at the City of Surrey.*

SCOPE

The City of Surrey is looking for a Strategic Promotions Specialist to join its growing Business and Government Relations division to support the business development, investment attraction and promotion priorities of the 2024 Economic Strategy: Investing in Our Future. Reporting to the Manager of Economic Investment Services, this role will lead to the development of an annual communication plan to share the plan's priorities, strengthen relationships with business associations, and align their activities with the City's goals. This role will also provide Surrey business organizations with insights and data to support their work, and support the division's work in advancing Surrey's economic priorities and fostering collaboration across the business community.

EMPLOYMENT STATUS

Exempt – Regular Full-Time

RESPONSIBILITIES

- Develop and implement multi-channel strategic promotion and communication plans under the Invest Surrey brand to advance the priorities of the 2024 Economic Strategy.
- Engage with the local business community to gather insights and create insights, data and campaigns showcasing Surrey's investment opportunities.
- Refine and communicate Surrey's investment value propositions, ensuring consistent messaging across internal and external stakeholders.
- Promote Surrey's competitive advantages to national and international audiences, including investors and business communities.
- Implement and monitor a database tracking Foreign Direct Investment outreach activities and investment attraction leads
- Represent Invest Surrey at trade shows, business events, conferences in Surrey and beyond.
- Create sector specific investment attraction materials to highlight benefits to investing in Surrey
- Collaborate with the internal data and research team to translate data into compelling insights and narratives highlighting Surrey's strengths.
- Support the creation of materials such as investment pitch decks, presentations, and key reports, including the Economic Snapshot, for stakeholders, investors, and City committees.
- Provide updated and accurate research to support the Manager during investment-focused business-to-business meetings.
- Maintain up-to-date knowledge of Surrey's business landscape, industry trends, and key sectors, and track metrics to evaluate the impact of divisional initiatives.
- Assist with event planning, promotional logistics, and stakeholder engagement efforts.
- Act as a resource for City staff, providing guidance on economic promotion activities and performing other related duties as required.

QUALIFICATIONS

- Completion of a Bachelor's degree or diploma in Economics, Business, Communications, or a related field from a recognized post-secondary education institution.
- Two years' relevant experience with demonstrated success.
- Experience in developing and executing promotions and communication strategies within private sector start-ups (preferred).
- Possesses strong creative, strategic, analytical, organizational and sales skills
- Ability to design and execute promotional activities across all digital channels, in addition to event management
- Demonstrated success in writing reports supported by research
- Knowledge and proficiency with relevant software such as software such as such as Drupal, Upaknee, HTML, WordPress, Adobe Marketo and CS Suite, Google Analytics & MS Office.

- Knowledge of public relations or corporate communications principles and techniques
- Ability to manage multiple priorities simultaneously and successfully meet all project deadlines
- Ability to work independently and to collaborate with cross-functional team as a contributing member.
- Ability to demonstrate innovative and creative thinking.
- Ability to collaborate with external stakeholders.
- Ability to use organization, time-management and prioritizing skills.
- Ability to demonstrate a professional work ethic.
- Ability to demonstrate strong customer orientation.
- Knowledge of business retention, expansion, and attraction.
- Valid BC Driver's License

Additional Info

- P1 - \$87,201 - \$102,589 (2024 rates)
- This position requires completion of a Police information Check

APPLY

If you are interested in this opportunity, please apply at <https://www.surrey.ca/about-surrey/jobs-careers> to Job ID 6358.