

## Job Information

Job title	<b>Economic Development Coordinator</b>	Job Code: ECONDV	Pay Grade: M
Title of immediate supervisor	Economic Development Manager		
Department/Division	Community Services/Economic Development Office		
Prepared by	Mitchell Edgar		
Date Created	Aug 15, 2024	Revised date	

## Job Purpose

Manage an annual business visitation program, coordinate film industry liaison and promotion activity, manage and maintain Customer Service Management system (CRM), respond to phone and email enquiries, create and update social media and website content, and maintain a variety of data and statistical information. Assist the Manager of Economic Development with the implementation of the District of Saanich Economic Development Strategy. Coordinate special events related to economic development (workshops, virtual and in-person events, open houses) and assist in the development of marketing and promotional materials.

## Duties and Responsibilities

- Manages an ongoing business retention and expansion program through visitation of local businesses and key commercial, industrial and institutional business leaders/major employers to gather business intelligence and identify opportunities to support growth of existing businesses.
- Coordinates the promotion of film activity in Saanich, including the development of a local film location and supplier directory and regular liaison with the South Island Film Commission, industry contacts and suppliers.
- Assists the Manager of Economic Development with the implementation of the Economic Development Strategy and work plans.
- Updates and maintains the CRM software to track and report on engagements with the with the local business community and stakeholders, campaigns and projects.
- Maintains and updates website content for Economic Development including relevant statistical data and community profile information.
- Responds to business and investment inquiries and coordinates assistance in a manner that fosters a positive reputation for Saanich as a place to do business.
- Works collaboratively with Saanich staff to identify issues, solve problems, gather data, coordinate projects, as well as assisting with preparing reports.
- Creates and edits website and social media content, communications for various campaigns, newsletters and initiatives on a regular basis.
- Conducts research and analysis to support the economic development activities and the development of marketing and communication materials.
- Coordinates special events to support economic development (workshops, virtual and in-person events, open houses).
- Attends and represents the District at community meetings and business events,
- Provides general customer service in relation to being a contact to businesses, landowners, prospects, developers, residents and organizations.
- Applies for grants as needed, to support economic development initiatives.
- Maintains files, prepares correspondence and other administrative duties related to economic development as required.
- Performs other related duties as required.

## Qualifications

- University Degree in related area such a business administration, communications, marketing, economic development, public administration or related discipline.

- Minimum 2 years of experience in economic development, business development, tourism, marketing, or public administration, or related area.
- An equivalent combination of education and experience may be considered.
- Excellent interpersonal, communication, customer service and organizational skills.
- Proficient skills in MS Office Suite applications, social media platforms, and database systems; proficiency with CRM software would be an asset.

#### **Physical Requirements**

- No physical activity required.

#### **Working Conditions**

- Works in an office environment.