



Economic Development Officer – Temporary Part-Time Position (17.5 hours/week)

The Town of Onoway is a community where economic prosperity, regional self-sufficiency, and an ethic of cooperation and community involvement are pursued within the context of economic & ecological resilience. Situated in Lac Ste. Anne County, at the hub of major transportation routes, Onoway strives for balanced business development, environmentally sustainable industry, and ample recreational opportunities, while maintaining our friendly small-town atmosphere. Onoway honours our community's history, supports our youth, and is committed to partnership building.

The role of the Economic Development Officer is to establish and build relationships with private, public, and non-profit partners and attract them to invest in opportunities available in the Town of Onoway. The main objective is to establish new commercial and light industrial businesses in our community to contribute to economic growth and increase our non-residential tax base. Achieving financial sustainability for our community is essential so that we can continue to afford the public services, infrastructure and programs citizens value. Economic development initiatives can help us progress towards that goal.

What YOU are Responsible for:

- Create strategies that continue to make Onoway a sustainable, connected, healthy community that is a good place to live and situate a business
- Develop a marketing strategy and action plan that focuses on business retention, growth, and attraction of new businesses to Onoway
- Investigate ways to use and develop land strategically and promote sustainable economic and business growth without compromising residents' quality of life
- As the primary point of contact, you will receive and respond to initial enquiries for economic development
- Responsible for implementing defined objectives as outlined in Strategic Plans, policies, and initiatives
- Utilize various communication channels including cold calling, email outreach, and social media platforms
- Develop and implement a strategic work plan tailored to the community's objectives, aimed at attracting investment to both vacant and newly developed non-residential properties
- Create and maintain a comprehensive contact database of engagement with all contacts so that the team can track and update their engagement with private, public or non-profit organizations
- Contributes to research, conducts environmental scans and provides detailed analysis related to regional and global opportunities being offered or promoted to attract new investment or create a competitive advantage
- Evaluating and identifying commercial retail space and greenfield lands, privately held or municipally owned, that support new investment and growth opportunities

- Utilize the Town's GIS and site selector tools to support economic initiatives to identify land uses and investment opportunities
- Works towards executing the objectives aligned to investment attraction and growth by researching, contacting internal and external stakeholders, creating communication initiatives, overseeing social media campaigns and working collaboratively with other departments when required
- Collaborates with internal and external partners to coordinate advertising and marketing programs and initiatives aimed at fostering investment, attraction, growth, and promotion of economic development within the Town
- Researches and identifies viable grant opportunities from various organizations and agencies that create economic prosperity and business growth opportunities for the Town's business community and/or supports in attracting new investment
- Ensure adherence to Legislative regulations, Safety Directives and procedures and all respectful workplace standards
- Report unsafe conditions and near miss incidents promptly
- Attend regular safety meetings and promote a positive attitude
- Other duties as assigned

What YOU Bring:

- Post-Secondary Diploma - in Business Administration, Economic Development, Commerce, Marketing, or equivalent field of study
- 2 years of direct work experience in Economic Development or related field. Equivalencies may be considered
- Strategic business and entrepreneurial skills; developing key messages, identifying target audiences and setting objectives
- Excellent verbal and written communication skills as well as confidentiality and the ability to use discretion
- Strong organizational and planning skills
- Strong initiative, attention to detail, and managing multiple priorities
- Good interpersonal, customer service, and public relations skills
- Must be a self-starter, able to work in teams with diverse groups people as well as independently
- Working knowledge of Microsoft Office and social media applications
- Working knowledge of utilizing GIS as a reference to locate lands and land information

What WE Offer:

- An hourly rate ranging from \$37.31 to \$59.90 (based on experience and qualifications)
- 17.5-hour work week (some evening and weekend work may be required)

Please note that this is a temporary position and ends December 31, 2024.

If you meet these qualifications, please submit your Cover letter & Resume to info@onoway.ca.

Submission deadline: 4:00 pm, Friday July 26, 2024.