



## **Municipality of Arran-Elderslie**

### **Economic Development & Communication Co-ordinator**

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Welcome to Arran-Elderslie! Rolling hills, rivers, streams, agricultural land and small communities make up the landscape of our Municipality. The small-town safety, healthy lifestyle, rural living, proximity to career opportunities as well as welcoming residents makes Arran-Elderslie a great place to live. Arran-Elderslie is located in Bruce County and is home to approximately 7,000 residents and includes the communities of Tara, Chesley and Paisley.

The Municipality of Arran-Elderslie invites qualified applicants to apply for the position of Economic Development & Communication Coordinator. Reporting to the CAO, this leadership position is responsible to facilitate strategic planning and policy development recommendations with respect to communications, corporate marketing, business and visitor attraction and retention. This position will interact with all staff across the organization, members of Council as necessary including participation with the Senior Management Team.

Candidates must be self-motivated, be flexible, exhibit superior time management capabilities have excellent written/oral communication and computer skills.

#### **Primary Responsibilities:**

##### **Economic Development**

- Leads the implementation and facilitates updates of the Economic Development Strategic Plan in conjunction with the Senior Management Team, stakeholders and the community.
- Works towards implementation of the recommendations contained with the Business Retention and Expansion Study that are within the municipal purview with a focus on reducing red tape, duplication and impediments to local business development.
- Acts as the core resource for new or potential businesses relocating to the municipality, advocating as necessary with internal staff, County and other agencies as necessary to ensure the municipality is viewed in the best possible manner by those seeking to establish or expand employment activities.
- Creates and monitors a performance measurement plan to document and report on progress with respect to strategic initiatives, programs and activities.
- Manages within the allocated budget, business and visitor attraction activities including administration of the corporate website, marketing and attraction initiatives.
- Provides advice to local groups, BIA and/or Chamber of Commerce for activities, promotions and events that align with the community development role.
- Works to implement and promote the Municipality's visual identification and branding strategies.
- Assists and supports broad business attraction and other related initiatives undertaken by the County of Bruce and related provincial bodies.
- Evaluates and proposes new initiatives based on best practices, emerging trends, innovation and process reduction.
- Plays a key role in corporation grant applications and review of funding opportunities.
- Undertakes special projects and perform other duties as assigned.
- Ongoing liaison with the existing business community, providing innovation and leadership to policies, programs and communication between groups with similar interests.

## **Communications**

- Co-ordination and implementation of a Communications Program/Corporate Communication Strategy.
- Lead on Corporate Communications, Media Releases, and the management of corporate social media, including the Municipal Website.
- Coordinates both traditional and emerging corporate communication channels with a view to creating consistency, ensuring maximum possible reach to the broad cross section of stakeholders.
- Co-ordinate and prepare Municipal publications including the Community Guide.

### **Qualifications/Knowledge/Skills Required:**

- Post-Secondary Degree in a related field including Marketing, Communications, Public Administration, Planning, Economics, etc.
- An Economic Development designation and/or demonstrated additional post-graduate courses focused on Economic Development preferred.
- Direct experience in the field either in a public or private setting is considered an asset.
- Participation in Economic Developers County of Ontario (EDCO) related events and activities.
- Experience in local government including experience working with elected officials, and supervisory experience in a unionized environment considered an asset.
- Excellent interpersonal, organizational, analytical, research, communication, presentation, problem-solving, staff leadership and supervisory skills.
- Demonstrated affinity for embracing social media technology.
- Ability to work with minimum supervision and meet deadlines.
- Ability to prioritize work duties.
- Ability to handle confidential information.
- Ability to work a flexible weekly schedule including participation in after-hours/weekend meetings and events both in the community and outside its boundaries.
- Class G Driver's License in good standing, and reliable vehicle to use on corporate business.
- Thorough knowledge of the use of computer software including Microsoft Office 365, Canva, etc.

A copy of the job description is available by visiting [www.arran-elderslie.ca/careers](http://www.arran-elderslie.ca/careers). The salary range for this position is \$68,875 – 86,094 (Band 5 – 2024).

If you are looking for an opportunity to be progressive, innovative and supportive, please submit your resume and cover letter in confidence to the undersigned by Friday, March 15, 2024 @ 12:00 p.m. via e-mail or regular mail. It should be noted that only those individuals selected for an interview will be contacted.

Subject: Economic Development & Communication Co-ordinator  
Human Resources  
1925 Bruce Road 10,  
Box 70  
Chesley, ON N0G 1L0  
[hr@arran-elderslie.ca](mailto:hr@arran-elderslie.ca)