



TOWN OF TWO HILLS JOB DESCRIPTION

POSITION TITLE:	TWO HILLS AND AREA ECONOMIC DEVELOPMENT OFFICER
REPORTS TO:	Chief Administrative Officer or Designate

POSITION SUMMARY:

The Economic Development officer is a highly visible, easily accessible individual that will work closely with the EDC under the framework of the town's economic development plan. The EDO must have the ability to make good strategic decisions, demonstrate strong community leadership, build relationships with economic development partners, the business community, area municipalities, and First Nations. The EDO is responsible for creating an economic environment focused on attracting and retaining businesses and tourism while advancing economic, environmental, and social goals. Engagement, communication and relationship building will be key to promoting and achieving sustainable growth within Two Hills and area. These goals and objectives will be achieved in a manner that is consistent with Council's direction, environmental best practices, and nurture the community's wellbeing while understanding that a socially and environmentally healthy community is vital to the local economy.

DUTIES AND RESPONSIBILITIES:

1. Primarily responsible for the efficient and effective operation of Economic Development and Tourism initiatives.
2. Implementation of Strategic Plan and other relevant strategies for the Town of Two Hills and surrounding area.
3. Provide economic and business development information to interest groups, other levels of government and business development proponents as well as advocate and support to business, industry, and community service organizations.
4. Develop resources required to support, implement and monitor effective marketing strategies. Ensuring appropriate business licenses are in place.



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5. Attend Council and Committee meetings as required, which may be held outside of regular business hours. Providing Council, a Semi-Annual Report on ongoing projects.
6. Develop and utilize effective marketing and promotional tools for business development, including advertising, events, tradeshow, promotional items, social media, presentations and initiatives.
7. Represent the Town of Two Hills at tradeshow promoting business and tourism opportunities and resources within the Town of Two Hills and surrounding area.
8. Review, evaluate and respond to commercial and industrial proposals and or Development Permits.
9. Performs other related duties & Works with other Town of Two Hills Departments as required.

QUALIFICATIONS

The Town of Two Hills is willing to provide additional training to successful applicant as required. This position requires knowledge or abilities in the following:

1. Rural and small-town economic opportunities and assets, tourism, marketing and promotion.
2. Local, regional and provincial economic potential and opportunities.
3. Understanding of local economic, cultural and political environment & relevant municipal legislation, policies and procedures and evolving land use bylaws.
4. Ability to work effectively with stakeholder groups, business owners, executives and elected officials.
5. Ability to maintain confidentiality and only release information in accordance with policy and applicable legislation.
6. Ability to work outside of regular hours and to travel as necessary to meet requirements of the position
7. Strong written and verbal communication skills including public speaking, and presentation skills.
8. Ability to maintain active membership in the Economic Developers Alberta (EDA) organization.
9. Valid Class 5 Alberta driver's license.