



Economic Development Analyst

The City of Campbell River is seeking a full-time **Economic Development Analyst**.

Why Campbell River?

Voted one of the Best Cities to Work in BC by BC Business magazine in 2018 and surrounded by majestic mountains and spectacular views of Discovery Passage, Campbell River offers a rare combination of a welcoming small town feel with large city amenities. From summer markets and events in Spirit Square to a very active arts and culture community to year-round, world class recreational opportunities and affordable housing options, the Campbell River lifestyle is unparalleled.

This growing community is served by a brand new hospital, ferry terminal to the Discovery Islands, Campbell River Airport (YBL) with daily flights to Vancouver in 35 minutes, municipal broadband infrastructure, a School District with innovative programs, and North Island College that boasts over 70 programs in seven areas of study.

What does the Economic Development Analyst do?

As part of the award winning Economic Development team, you will be working in a creative, collaborative, fast-paced and customer service oriented environment. In this administrative role, you will have an opportunity to be a catalyst for change and contribute to building a healthy, economically viable, and sustainable community.

Reporting to the Economic Development Officer, you will be assisting with the development and implementation of programs and initiatives targeted at promoting ongoing economic development and encouraging investment in the community. You will also be:

- Advocating for the local business community.
- Marketing Campbell River as a great place to invest and live.
- Using your organizational skills to manage the day to day administrative office tasks.
- Keeping up to date on latest trends. . . research, research, research.
- Analyzing economic trends.
- Creating presentation and marketing materials.

To be considered for this role, you have graduated with a Bachelors' Degree or Diploma in Economic Development, Business Administration, Planning, Public Administration or Marketing; have a minimum of 3 years' experience in economic development or marketing, and in implementing marketing and promotional activities within the last 7 years; and experience in developing funding and partnership proposals.

In addition, you are proficient in Word, Excel and PowerPoint, are social media savvy, and have strong administrative skills.

Who you are!

- Highly organized and have excellent time management skills
- Excellent people/public relations and communication skills
- Positive and optimistic
- Self-motivated and goal oriented
- Diplomatic; you treat everyone with respect and dignity
- You believe that proper planning is the key to success

For more information, see the attached detailed job description that lists all the necessary qualifications for this position.

The Rewards!

The rate of pay for this CUPE bargaining unit position is \$29.89 per hour based on a 35-hour work week and includes a comprehensive benefits package. What else?

- No two days are the same.
- You get to spend time in the community connecting with people.
- You will be an advocate for businesses...helping entrepreneurs succeed.
- You will receive support for continuing professional development.

How to Apply!

Include verification of your education and certifications with your application. Please send your resume with covering letter, quoting **Competition EXT-18-70** to:



Human Resources Department
City of Campbell River
301 St. Ann's Road
Campbell River, BC V9W 4C7
Email: careers@campbellriver.ca

We thank all applicants, however, only those selected for interviews will be contacted.

This posting closes at 4:30 pm on Friday, November 23, 2018.

ECONOMIC DEVELOPMENT ANALYST

Approval Date: October 2018	Department: Economic Development	
<input type="checkbox"/> IAFF	<input checked="" type="checkbox"/> CUPE	<input type="checkbox"/> Management
Title of Management Supervisor: Economic Development Officer		

General Accountability:**Purpose and Scope**

Reporting to and taking direction from the Economic Development Officer, the Economic Development Analyst assists in the development of corporate policies, programs and procedures targeted at promoting ongoing economic development and encouraging investment in the community. The Economic Development Analyst provides administrative and technical support to the execution of day-to-day activities supporting the strategic plans of the department.

Nature and Scope of Work

- Conducts research on best practices for economic sustainability, analyzes economic trends, and uses considerable judgement to make recommendations to the supervisor;
- Promotes economic development and sector development initiatives through physical and online, social media and website mediums;
- Works with stakeholders to coordinate, plan and host special events;
- Produces statistical, sectoral and economic reports in support of the City's objectives;
- Undertakes projects such as sector research, cluster studies and economic impact analysis;
- Designs and maintains relevant economic databases;
- Provides highly confidential administrative support, including coordinating meetings, composing correspondence, and maintaining filing systems;
- Liaises with business organizations and associations to establish and cultivate client relationships;
- Acts as first point of contact for inquiries from the business community, and provides timely and appropriate advice, business information, and/or referral to appropriate government or business resources;
- Develops presentation, marketing and promotional materials and creates content for social media platforms;
- Works with provincial and federal government departments and agencies, particularly with respect to grant funding and partnership opportunities;
- Assists in preparation of departmental financial plan and/or specific project plans and monitors performance against approved departmental budgets;
- Remains current in trends related to business development activity, policies and strategies pertaining to land development within the City;
- Continually examines work processes to identify problem areas or opportunities for improvement;
- Other duties as may be assigned.

Necessary Qualifications**Technical Knowledge/Skills:**

- Considerable knowledge of community economic development trends and practices, current marketing trends, public administration, and community planning principles.
- Strong knowledge of the land development process.
- Strong knowledge of digital marketing and social media practices and trends.

- Thorough knowledge of general office procedures, composition of letters and customization of documents.
- Thorough knowledge of relevant manuals, guidelines, procedures, City policies and bylaws.
- Working knowledge of WorkSafe BC regulations and safe work procedures.
- Proficiency with all MS Office applications, with advanced level proficiency in Microsoft Word and intermediate level proficiency in Microsoft Excel and Powerpoint (minimum 60% within the last 18 months – internal candidates).
- Proficiency with desktop publishing, social media and website content management.

Key Competencies:

Key Competency	Job Specific Requirements
Accountability & Reliability	Able to work under general direction only, exercising considerable independence in the execution of duties.
Collaboration and Negotiation	Able to collaborate and build relationships with internal and external stakeholders.
Communication	Excellent verbal, listening, presentation and written communication skills.
Initiative	Self-starter showing considerable initiative.
Networking and Relationship Building	Skilled in diplomacy, political acumen, and building trust-based relationships with stakeholders; able to combine global outlook with community needs.
Organizational Awareness	Knowledge of department’s role within the City’s organizational structure.
Planning and Organizing	Highly organized with good project management skills; ability to multi-task and work successfully under timelines and pressures.
Professionalism	High degree of assertiveness and confidence; skilled in maintaining confidentiality; able and willing to contribute to maintaining a respectful, safe and supportive work environment that embraces diversity, along with treating everyone with courtesy, dignity and fairness.
Results and Quality Focus / Attention to Detail	Acute attention to detail; strong research and analytical skills.
Adaptability & Flexibility	Able to easily adapt to changing conditions and priorities.
Creativity & Innovation	Able to use creativity and innovation in developing solutions to problems or opportunities.

Education, Training & Certification:

- Bachelor’s Degree or 2-year Diploma in Economic Development, Business Administration, Economics, Planning, Public Administration, or Marketing.
- Must possess and maintain a valid Class 5 Driver’s License, and produce and maintain a clean driver’s abstract, as per City policy.

Experience:

- Minimum three (3) years’ experience in the last seven (7) years in economic/business development or marketing.
- Minimum three (3) years’ experience in the last seven (7) years in implementing marketing and promotional activities.
- Experience in developing funding and partnership proposals and applications.

Unusual Working Conditions

- Weekend, evening and overtime work may be required.
- Out of town travel may be required.