

ECONOMIC DEVELOPMENT and MARKETING TECHNICIAN

The City of Campbell River is seeking a permanent full-time **Economic Development and Marketing Technician** to join our Economic Development Department.

Naturally, Campbell River – Located on Vancouver Island, surrounded by the ocean and majestic mountains, the City of Campbell River offers a rare combination of a welcoming small-town feel with large-city amenities. From summer markets and street events to an active arts and culture community to year-round, world-class recreational opportunities, the Campbell River lifestyle is unparalleled. We are a 45-minute drive from the winter and summer activities of Mount Washington, and just minutes from more than 100 km of all levels of mountain biking and hiking trails, plus easy access to the ocean, rivers and lakes for sports fishing, kayaking, paddle boarding and whale watching.

The role – you will provide administrative and technical support for departmental strategic plans and the execution of day-to-day activities. The Economic Development and Marketing Technician assists in the development and implementation of corporate procedures, programs, projects, and activities targeted at promoting ongoing economic development initiatives, strengthening public engagement, and encouraging investment in the community.

Our ideal candidate will have:

- Bachelor's Degree or 2-year Diploma in Economic Development, Business Administration, Economics, Planning, Public Administration, or Marketing.
- Must possess and maintain a valid Driver's Licence, and produce and maintain a clean driver's abstract, as per City policy.
- Minimum three (3) years' experience in the last seven (7) years in an economic or business development or marketing field.
- 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.
- Strong knowledge of digital marketing and social media practices and trends.
- Considerable knowledge of community economic development, aviation and tourism sector trends and practices, current marketing trends, public administration, and community planning principles.
- Weekend, evening, and overtime work may be required.
- Out of town travel may be required.

The rate of pay for this CUPE bargaining unit position is **\$33.16 per hour** based on a 35-hour work week and includes a comprehensive benefits package. For more information on this opportunity, please see the attached job description that lists all the duties and necessary qualifications for this position.

This posting closes on Thursday, May 23, 2024.

Please note: We will be contacting applicants who meet our requirements as applications are received and this posting may close ahead of the official closing date if a successful candidate is identified.

Please send your resume with covering letter, quoting **Competition EXT-24-050** to:



Email: careers@campbellriver.ca

Human Resources Department
City of Campbell River
301 St. Ann's Road
Campbell River, BC V9W 4C7

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

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Approval Date:	May 2024	Department:	Economic Development and Indigenous Relations
<input type="checkbox"/> IAFF	<input checked="" type="checkbox"/> CUPE	<input type="checkbox"/> Management	
Title of Management Supervisor:	Manager of Economic Development and Tourism		

General Accountability:

Purpose and Scope

Reporting to and taking direction from the Manager of Economic Development and Tourism, the Economic Development and Marketing Technician provides administrative and technical support for departmental strategic plans and the execution of day-to-day activities. The Economic Development and Marketing Technician assists in the development and implementation of corporate procedures, programs, projects, and activities targeted at promoting ongoing economic development initiatives, strengthening public engagement, and encouraging investment in the community.

Nature and Scope of Work

- Act as a first point of contact for businesses and organizations within the Municipality when they request economic development support or information.
- Conducts research on best practices for economic sustainability, analyzes economic trends, and uses considerable judgement to make recommendations to the supervisor.
- Improve reach and engagement via multiple channels: website, social media, mail outs and media.
- Works with stakeholders in person and virtually, to coordinate, plan and host special events including roundtables, workshops, interviews, surveys, and in-community engagement.
- Assist with the development of related advertising, promotional and marketing materials as required.
- Produces statistical, sectoral, and economic reports in support of the City's objectives.
- Undertakes projects such as sector research, data collection and analysis, cluster studies and economic impact analysis.
- Designs and maintains relevant economic databases including tourism, airport and Indigenous Relations platforms.
- Provides highly confidential administrative support, including coordinating meetings, composing correspondence, records management and maintaining filing systems.
- Build relationships with the travel trade, hospitality trade, and key tourism partners.
- Assist with marketing and communication initiatives that promote the City as a business and tourism destination, by working collaboratively with tourism agencies.
- Responds to inquiries from the business community, and provides timely and appropriate advice, business information, and/or referral to appropriate government or business resources.
- 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/Abilities:

- Considerable knowledge of community economic development, aviation and tourism sector trends and practices, current marketing trends, public administration, and community planning principles.
- Working 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 WorkSafeBC 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.
- Excellent time management skills.
- Demonstrated ability to multi-task maintaining effectiveness when changing focus quickly as demands change.

Key Competencies:

- Accountability and Reliability
 - Able to work under general direction only, exercising considerable independence and initiative in the execution of duties.
- Flexibility and Adaptability
 - Able to easily adapt to changing conditions and priorities.
- Collaboration and Negotiation
 - Able to collaborate and build relationships with internal and external stakeholders.
- Communication
 - Excellent verbal, listening, presentation and written communication skills.
- Creativity and Innovation
 - Able to use creativity and innovation in developing solutions to problems or opportunities.
- 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.

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 Driver's Licence, 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 an economic or business development or marketing field.
- 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.