



Portugal Cove St. Philip's

Town of
Portugal Cove-St. Philip's

Position Description

Manager of Economic Development,
Marketing & Tourism

2024

<u>Position Title:</u>	Manager of Economic Development, Marketing & Tourism
<u>Departments:</u>	Community Services
<u>Status:</u>	Non-Union

Position Function:

Reporting to the Director of Community Services, the Manager of Economic Development, Marketing & Tourism provides the promotion of a positive business and marketing image of the town, create a focus on tourism, heritage and environment that will attract visitors and newcomers to the community. The role will research methods to stimulate growth of business opportunities and promote the town as a popular tourist destination.

Responsibilities:

The Manager of Economic Development, Marketing & Tourism is responsible for the promotion of the community as the place to live, work and invest in line with the strategic plan. The Manager of Economic Development, Marketing & Tourism is responsible for the delivery of economic growth, development and implementation of tourism marketing opportunities, completion of funding applications and reports, partnerships with stakeholders and creating new opportunities for resident growth in the community.

This position is responsible for assigning appropriate tasks to available staff (if applicable) and obtaining updates on the status of these tasks. They are also responsible for managing consultants, ensuring adherence to a Terms of Reference for a project. The Manager is responsible for knowing workload and providing staffing recommendations to senior management with rationale. The task of obtaining, compiling, and presenting information with recommended action to management, committee, and council is a key responsibility whenever an economic or tourism development decision by those higher authorities is necessary. Coordinating the town's economic development, marketing and tourism efforts and facilitating linkages with other governments (municipal, provincial, and federal), funding agencies, businesses, academia, community organizations and individuals for their support is also the responsibility of the Manager of EDMT. The Manager is responsible for the work procedures and policies that other staff may be required to follow regarding marketing.

Qualifications:

- An undergraduate degree in commerce, business administration, economics, marketing, or community economic development from a recognized university; relevant professional experience will be considered, or sufficient qualifications as determined by assessment.
- Minimum of five (5) years' experience in a relevant field.

- Strong understanding of the principles and practices of community economic and tourism development, strategic economic planning, marketing, and environmental protection.
- Creativity and initiative in project planning and idea generation.
- A valid Class 5 driver's license for the province of Newfoundland and Labrador, capable of being insured, and maintaining continuity, under the Town's insurance policy as well as produce a clear driver's abstract.
- Proven track record of strong leadership and managerial experience.
- A valid RNC Check and Vulnerable Sector Check.

Knowledge, Skills, & Abilities:

- Extensive knowledge of community economic development, strategic economic planning, and tourism marketing.
- Familiar with levels of government, from municipal to federal; strong networking skills considered an asset.
- Ability to establish and maintain a professional effective working relationship with other departments and to interact with all levels of employees, Town officials and the public.
- Skilled in report writing, proposal preparation, funding applications, policy and statistical analysis, and research.
- In areas such as, but not limited to community growth opportunities, heritage, tourism, marketing, community services, public transit.
- Proficient in the use of industry standard software including graphics and presentation packages.
- Ability to establish and maintain partnerships, work with diverse groups of stakeholders.
- Creativity and initiative in generating ideas and projects, including overseeing others, that will enhance the town's marketing initiatives, business, and tourism development, along with heritage and environment.
- Ability to manage consultants, prepare progress reports and reporting the same.
- Represent the Town at tradeshow and workshops in various areas related to the role.
- Attending professional development seminars; stays up to date with relevant trends and innovations in the field.
- Ability to analyze, prepare and reconcile budgets and expenditures.
- Ability to clearly communicate information in written, verbal, and visual formats.
- Time management skills, ability to set priorities, and strong organizational skills.
- Skills and expertise to manage a team of staff in a unionized environment.
- Ability to exercise sound judgment and discretion in decision making.
- Knowledge of key federal and provincial government departments and agencies and applicable funding programs.
- Strong knowledge of current online communications platforms, as well as proficient website management skills.
- Ability to work independently and as part of a team; leadership experience is considered an asset.

Working Environment:

- Generally, a comfortable work environment, this position requires regular work in front of a computer, desk, and phone.

Key Contacts/Relationships:

External:

- Residents and community-based organizations
- Municipal counterparts
- Provincial department / agency contacts
- Federal department / agency contacts
- Academia
- Business
- Not-for-profit and volunteer organizations, professional associations, and committees

Internal:

- All departments and staff including CAO
- Mayor
- Committees of Council
- Members of Council

Reporting Structure:

This position reports directly to the Director of Community Services.

Salary and Benefits:

Salary as per individual employment contract. Benefits as outlined in the PCSP Non-Union Compensation Philosophy.

Specific Position Duties:

The list of specific duties, as outlined herein, is intended to be representative of the tasks performed within areas of responsibility needed to fulfill the functions of the position. The omission of a duty does not preclude management from assigning duties not listed herein if such tasks are a logical assignment to the position. Some duties may be assigned to an individual based on their focused support in a particular business area.

- Facilitate, guide, and undertake implementation of the Town’s Strategic Economic Plan.
- Facilitate, guide, and undertake implementation of the Town’s Tourism Plan.
- Develop and implement a Marketing Plan for the Town as a place to live, work, visit, do business and engage in tourism activities.

- Monitor progress of the plans, update and make recommendations to committees of council.
- Provide support and advice to the committees of council and any working committees established to facilitate implementation of the Economic, Tourism, and Marketing Plans.
- Organize, co-coordinate, facilitate and host public and stakeholder meetings, roundtable discussions, workshops, and conferences.
- Develop a program for accessing funding from all available sources.
- Liaise with government departments, businesses, and the public on matters of economic development and tourism.
- Conduct research, including primary and secondary research, analyze and present the same in a research report with implications for use in the town.
- Prepare documents such as briefs, proposals, and reports.
- Evaluate development/business needs and proposals.
- Evaluate tourism needs and proposals.
- Manage external consultants, including writing Terms of Reference, monitoring progress, and evaluating the quality of the consultant's work.
- Promote public participation in the implementation of business and tourism plans when pertinent.
- Conduct presentations for various groups and individuals.
- Explore, identify, recommend, and implement revenue generating options for the town.
- Provide advice and support to other departments on economic development and tourism opportunities when pertinent.
- Be familiar with and provide suggestions for the implementation of the Town's various Plans, including the ICSP, Strategic Plan etc.
- Provide advice on all economic/business/tourism development applications submitted to the Council for approval.
- Develop internal and external partnerships where necessary.
- Assist in the preparation of agreements and legal documents relating to the economic development and tourism process for signing.
- Keep an accepted filing system for department information.
- As required, represent the Town on different committees and agencies that relate to economic and tourism development.
- Aid other departments by sharing expertise as required or approved.
- Train or mentor new employees and volunteers.
- Prepares background information and notices for public consultation and commission hearings, and for other applications which are discretionary in nature, where council feels public hearings are necessary (or desired).
- Other related duties as assigned.

Accepted by:

Behalf of Management: _____ Date: _____

Employee: _____ Date: _____