



Economic Development & Tourism Officer

About Torbay

The beautiful Town of Torbay is a vibrant community with over 7,899 residents on the Avalon Peninsula of Newfoundland and Labrador. Torbay is home to over 150 businesses, three schools, and numerous community groups. Situated right on the Atlantic Ocean, Torbay offers breathtaking views in a scenic, rural setting. Conveniently bordering the capital City of St. John's, all urban amenities, including major retail centers and an international airport, are within a few minutes' drive.

The Position

The Town is currently searching for a motivated, energetic, and enthusiastic individual to join our team as **Economic Development & Tourism Officer**. In this role, you will be responsible for the creation of an economic environment platform that is focused on attracting and retaining commercial businesses including research, marketing, and promotion. In addition, you will also hold a key role in the development and management of strategies to stimulate business activity and investment in the Town. Finally, as the Town's Economic Development and Tourism 'Ambassador', you will strive to promote the Town as a primary tourist destination and will work with staff, regional tourism groups, and committees to help promote the Town and what it has to offer to residents and visitors alike.

Major Duties & Responsibilities

Specifically, the Economic Development & Tourism Officer is responsible for the promotion of economic development plans and initiatives, identifying potential economic development opportunities, functioning as administrative, economic and development liaison with local businesses, other municipalities, organizations, governments, and other agencies involved in economic development. The Economic Development & Tourism Officer will:

- Promote the Town's vision, values, priorities and objectives to staff, colleagues, and the public.
- Foster effective working relationships based on mutual respect and accountability to citizen interests.
- Works with professional marketing agencies to identify unique promotional and marketing strategies and techniques; develops materials highlighting Town's programs and events calendar, its business development regulations; and promotes marketing in the areas of business development, site attraction, and tourism.
- Prepares information and introductory materials on potential site locations tax structures, planning and development regulations, and other information aimed at welcoming and attracting business investment.

- Develops and implements business retention initiatives to support and retain existing businesses within the Town.
- Undertakes primary and secondary research activities relevant to economic development and tourism issues and opportunities facing the Town; and works with other staff, committees, groups, and organizations to identify opportunities for expanded development of the Town's tourism potential.
- Maintains economic development support materials including the community profile, labour market inventory, economic indicators, commercial real estate database, and business directory.
- Assist with the planning and delivery of economic programs and initiatives as well as the development of economic policies.
- Research and identify potential funding applications applicable to the Town of Torbay and complete all the required paperwork in conjunction with other departmental staff to be submitted on behalf of the town.
- Manages and promotes the Home-Based Business (HBB) Program.
- Represents Town on various economic development organizations and acts as a resource person for various committees of Council, when required, with a focus on economic development and tourism activities.
- Assist in the coordination of participation at tradeshow and conferences dealing with economic development and tourism.
- Responds to work groups, supervisors, and the public in a polite, informative, caring, effective and timely manner.

Qualifications

The ideal candidate is:

- A recent graduate of a recognized post-secondary institution in the field of business, marketing (Economic Development), research, or economics.
- Training or experience in the field of marketing and research, and knowledge of community economic development and tourism is a definite asset.
- Relevant experience in a municipal setting as an economic development and tourism professional is highly desirable.
- Demonstrated ability to communicate and interact effectively with various groups and organizations.
- Possesses tact and discretion to deal with public and business representatives.
- Any equivalent combination of experience and training deemed acceptable to the Town.

Application Process

Applications complete with a cover letter and resume can be emailed, in confidence to careers@torbay.ca no later than **4PM on Friday September 1st, 2023.**

If you are searching for a dynamic position and are looking to join a high-functioning team, we want to hear from you!

The Town of Torbay wishes to thank all interested applicants. Only those selected for an interview will be contacted.