



CITY OF COLWOOD

JOB DESCRIPTION

TITLE: ECONOMIC DEVELOPMENT AND MARKETING COORDINATOR
DEPARTMENT: COMMUNICATIONS, COMMUNITY RELATIONS & ECONOMIC DEVELOPMENT
POSITION TYPE: FULL TIME UNION PERMANENT
PAY GRADE: PAY GRADE 17
LAST UPDATED: JULY 9, 2025 (under review)

NATURE AND SCOPE OF WORK

Reporting to the Manager of Communications, Community Relations, and Economic Development, the Economic Development and Marketing Coordinator is responsible for building strong business and community relationships and is experienced in economic development, marketing, and community engagement.

This position conducts research and provides analysis on matters of economic health, real estate, and business trends to create and implement economic development strategies that support business recruitment and retention in Colwood.

Providing functional supervision and operational oversight to staff tasked with community engagement, event coordination, and economic development initiatives, the Economic Development and Marketing Coordinator will oversee implementation of marketing and promotions activities that encourage a thriving and prosperous economy in Colwood.

As a member of the City of Colwood team and workplace community, the incumbent is responsible for adhering to all workplace policies and work procedures, and for demonstrating personal leadership and commitment to ethical and respectful conduct and contributing to the physical and psychological safety of the work environment.

TYPICAL DUTIES AND RESPONSIBILITIES

- Supports strategic economic development initiatives through broad community involvement, including:
 - Conducting research on local market conditions, demographics, and economic trends to identify opportunities and inform strategic economic planning.
 - Coordinating surveys, demographic reports, and land analysis to provide a community profile for investors, including economic data, statistics and indicators.
 - Developing economic development and diversification plans, City guides, events and programs.
 - Identifying and responding to potential investors, businesses, and developers, providing information about available land, buildings, and incentives to assist with site selection and development.



- Coordinating investor visits to the municipality and surrounding area.
 - Organizing and attending events, presentations, workshops, and conferences to promote Colwood and connect with potential investors and businesses.
- Identifies potential arts and culture partnerships, events and activities.
- Liaises with local governments and local Chambers of Commerce on economic development initiatives and projects.
- Identifies and pursues funding opportunities through sponsorships, grants and other programs to support economic development projects.
- Maintains relations and communications with existing businesses and industries to encourage retention and expansion.
- Defines and promotes Colwood's competitive advantages through marketing strategies, advertising campaigns, City signage, public art, placemaking and related marketing and promotions.
- Promotes the community's economic well-being with the understanding that a socially and environmentally healthy community is vital to the local economy.
- Monitors an annual budget under the direction of the Manager of Communications, Community Relations, and Economic Development.
- Presents reports and updates to Council.
- Coordinates the work of team members responsible for community engagement, events, and marketing support and provides functional supervision and operational oversight.

MINIMUM TRAINING AND EXPERIENCE REQUIRED

- Degree in Business, Public Administration, Real Estate, Business Administration, Economics, Marketing, or related field
- Three years of experience in economic development or business development
- Experience working with government elected or appointed officials and community business stakeholders
- Expertise with businesses in local industries
- Ability to establish and maintain effective working relationships
- Experience and demonstrated proficiency with Microsoft Office Suite (Word, Excel, PowerPoint, etc)
- Experience preparing and delivering presentations, publications, and reports
- Knowledge of and experience with grant writing is an asset
- Graphic design (InDesign, illustrator, photo shop) is an asset
- Supervisory experience is an asset
- Municipal government or other public sector experience is an asset



REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Economic Development Knowledge: Understanding of economic development principles, practices, and strategies.
- Knowledge of Local and Regional Economy: Understanding of the specific economic landscape of the area.
- Relationship Building Skills: Ability to build and maintain strong relationships with stakeholders.
- Supervisory Skills: Ability to coordinate the work of a small team with diverse skills and provide functional supervision and oversight.
- Strong Marketing Skills: Experience in developing and implementing marketing strategies, including digital marketing, content creation, and public relations.
- Excellent Communication Skills: Ability to effectively communicate with diverse audiences, including business leaders, government officials, and the general public.
- Project Management Skills: Ability to plan, organize, and manage multiple projects simultaneously.
- Analytical Skills: Ability to analyze data, identify trends, and develop insights.
- Problem-Solving Skills: Ability to identify and resolve issues, including those related to economic development and other relevant matters.
- Strong Technical Skills: proficient in conducting work using a variety of software systems, technical tools and equipment.
- Ability to understand strategic priorities, explain to others, and connect to supporting operational measures to achieve.

COMPETENCIES

- Strategic Agility: Anticipates future needs, opportunities, and consequences. Uses a proactive approach to take action and achieve desired outcomes.
- Innovation: Strives for innovation in the workplace. Champions new ideas and creative solutions.
- Change Management: Actively promotes appropriate change as a necessary business function. Leads people through transition and change.
- Collaboration: Uses a consultative approach to initiate and foster a spirit of cooperation to achieve corporate goals.
- Customer Focus: Provides excellent service to both internal and external customers.
- Safety Focus: Remains mindful of physical and psychological safety and plans, assigns, supervises, and performs work in a way that minimizes risk of injury to self and others and models sound occupational health and safety practices.
- Personal Insight and Rapport: Demonstrates Colwood's values, awareness of strengths and weaknesses, seeks feedback, fulfills commitments, demonstrates courage to do what is right.
- Supporting Employees: Empowers employees to contribute to organizational success. Models and encourages compassion, empathy, integrity, and strength of character.

WORKING CONDITIONS / JOB ENVIRONMENT

Work is conducted primarily in an office environment within a public facility or a home office setting when appropriate and with approval. Some travel and field/site visits within the region will be required for offsite meetings and events. Regular working hours may include evenings or weekends to accommodate events and programs that take place outside of business hours.