

Whereas:

Council has received the report “Communications and Economic Coordination Officer” prepared by Mr. Dan White in consultation with the Adhoc Committee of Council chaired by Councillor Alvin Martell.

And Whereas:

Council wishes to actively participate in promotion of economic activities and initiatives in Richmond County and surrounding areas in cooperation with the private sector, individuals, economic development organizations and other levels of government.

And Whereas:

Council recognizes the benefit of coordinating communication activities in all aspects of County initiatives.

And Whereas:

Council recognizes the need to facilitate the maintenance and implementation of the Integrated Community Sustainability Plan (ICSP).

Be it resolved that:

The CAO prepare the Terms of Reference and Job description for the position of Communications and Economic Activities Coordinator for presentation to a subsequent meeting of Committee of the Whole.

DEPARTMENT

General Administration

JOB TITLE

COMMUNICATIONS AND ECONOMIC ACTIVITIES COORDINATOR
(CEAC)

GENERAL DISCRIPTION

The position will serve as a liaison between the Municipality and the organizations devoted to economic development affecting Richmond County as well as with the agencies of other levels of government including municipalities and First Nations. The position will assist in identifying opportunities inherent in new and existing government programs that can assist in meeting the community development goals of Council and related community development organizations. The Coordinator will assume responsibility for coordinating the execution and maintenance of the Integrated Community Sustainability Plan (ICSP) and in that capacity will act as Sustainability Coordinator for the county. Part of the duties includes coordinating an effective and coherent communication strategy for the Municipality.

REPORTING

The Communications and Economic Activities Coordinator (CEAC) prosecutes his/her mandate under the general direction of the CAO and the administrative supervision of the Municipal Clerk.

As the mandate requires coordination across departmental lines the CEAC will consult regularly with all department heads.

Duties

Maintain and implement the Integrated Community Sustainability Plan.

Prepare, coordinate and maintain an interdepartmental communications strategy for the Municipality.

Work with governmental departments and agencies to promote develop and brand the Point Tupper Industrial Park.

Interfaces with governments, agencies, organizations, businesses and individuals on community and economic development efforts as they relate to Richmond County:

Coordinates and access resources from all applicable sources for economic and community development across Richmond County;

Develops ways in which the efforts of related agencies can be integrated for optimum efficiency and recommends innovative mechanisms for enhanced program and project effectiveness in the interests of better community and economic development;

Bring issues of importance in economic and community development to the attention of government and related agencies for the purpose of finding acceptable solutions;

Convene a forum involving government and related agencies as well as key community stakeholders to facilitate communication, integrated planning, joint effort, coordinated access to resources and optimized effect in community and economic development;

Ensure that cultural awareness is facilitated to the advantage of economic and community development efforts;

Represent the Municipality at various local, regional and national forum with application to economic and community development;

Interface with the private sector across the county in building relationships, advancing opportunities and engendering new investment;

Work with government and related agencies to facilitate increased direct foreign investment in Richmond County; and

Periodically update Municipal Council on activities and progress.

SKILLS AND ABILITIES

At a minimum the CEAC must have the following skills and abilities:

The ability to work independently; must be a self-starter, and both a thinker and a doer;

The ability to communicate and work effectively within a collaborative development model with government, development agencies, community groups and organizations, community leaders and the private sector in planning, developing and implementing initiatives and community/economic development program within the scope of the CEAC's mandate;

The capacity to develop an understanding of all programs, services and incentives offered by government and agencies to facilitate economic/community development;

The ability to identify and overcome challenges to economic/community development in Richmond County through the implementation of innovative system-related approaches;

An ability to learn quickly using a variety of techniques in recognition that in some instances time will be of the essence and fast starts will be necessary;

An understanding of the regional development authority approach to economic/community development;

Superior composition and verbal communication skills;

Functionality in both English and French would be an asset;

Be demonstratively capable of marketing and promoting Richmond County for economic development purposes; and

Ability to conduct general or applied research to support economic/community development.

EXPERIENCE AND EDUCATION

The CEAC will be expected to have the following experience and education.

He/she will hold a University degree or the equivalent ideally with course work in economic/community development, economics, strategic planning, communications or a related field. While formal education is important, equivalent or related experience will be considered.

Must have experience in partnership development, marketing and promotion, planning, consensus building and government relations.

Out of necessity, the ideal candidate for the position will have strong verbal and written communication skills and be proficient in the use of digital systems, business software packages and the Internet and in the preparation of proposals and written submissions in support of applications for financial and program support.

The CEAC must be demonstratively able to identify resources and methods and means for application in economic and community development and in analyzing related issues and challenges.