

ORGANIZATION:	City of Canby	DATE:	May 2018
DEPARTMENT:	Economic Development	UNION:	AFSCME Represented
TITLE:	Economic Development & Tourism Coordinator	FLSA STATUS:	Non Exempt

PURPOSE OF POSITION: Generate and support business vitality and investment in Canby through economic development coordination and tourism efforts. Provide support to the Economic Development Department through special project and event coordination, business outreach, meeting coordination, marketing and promotion, and grant research and writing. Maintain essential partnerships, positive business and community connections and public outreach efforts. Coordinate events, business promotions, program activities and volunteers. Partner closely with local organizations, businesses, property owners, and governmental agencies in order to promote investment and development within Canby.

ESSENTIAL JOB FUNCTIONS:

Implement economic development, mainstreet, and tourism related program policies, procedures, and work plans. Coordinate and support the activities, projects, and promotions of the economic development and tourism efforts in Canby. Develop, review, recommend and implement initiatives and programs to support a strong business climate and promoting and growing tourism attractions and events. Conduct research on resources and best practices to improve or launch new initiatives. Ensure clear communication among committees, city staff, businesses, and a wide variety of stakeholders. Monitor, evaluate and enhance program/project effectiveness. Research and write grant requests to expand resources, implement projects and monitor and report progress the granting agencies.

Assist in the recruitment of new businesses to Canby and create a downtown business retention program. Encourage and support community and business joint activities such as promotional events, advertising, appropriate store hours, special events, business assistance, business recruitment and retention, parking management, etc. Coordinate and execute joint promotional events that promote commerce and attract people to Canby. Work closely with local media to ensure maximum coverage of promotional activities. Leverage county, regional and state cooperative marketing and grant programs to expand tourism resources and efforts.

Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the City's assets and to foster an understanding of the economic development goals and objectives. Promote public awareness of economic development programs and projects. Engage in public outreach by making personal appearances and attending speaking engagements, via social media, websites, newsletters, and press releases.

Coordinate downtown beautification efforts with vendors, artists and City staff, such as the flower basket and banner program, public art installations, etc.

Coordinate heritage efforts in Canby. Act as staff liaison to the City's Heritage and Landmark Commission. Manage grant funds and projects to evaluate, improve and promote historical assets. Leverage the efforts of the commission to enhance tourism offerings within Canby.

Develop creative tourism initiatives that build awareness of Canby as a tourism destination, increase visitors and overnight stays, and build community engagement. Expand and update marketing materials and build a strong social media program to promote tourism efforts. Research funding opportunities and partner with local, regional, and state initiatives to seek grants where applicable. Write grant requests and solicit sponsorships to expand resources for initiatives.

Track, update and respond to inquiries relating to business development. Inform stakeholders and highlight key trends impacting the City. Conduct meetings and workshops with the business community. Meet regularly

with business owners and connect businesses and property owners to resources to help them succeed. Encourage and foster a cooperative climate among downtown interests and local public officials.

Develop strategies, work plans, timelines and resource allocations for programs. Monitor progress to ensure objectives are met; including economic monitoring, individual building files, photographic documentation of physical changes, and statistics on job creation and business retention.

Assist with purchasing, record keeping, budget development, accounting, and preparing reports required by the City, County, State agencies and funding agencies.

Coordinate recruitment, retention and expansion efforts within the downtown commercial district boundaries. Coordinate and oversee volunteers and consultants, and facilitate volunteer committees and taskforces to help achieve economic development and tourism goals. Coordinate economic development efforts with other jurisdictions and economic development agencies around the region and at the state level.

Maintain cooperative working relationships with City staff, other organizations and the general public. Help build strong and productive relationships with appropriate public agencies at the local, regional and state levels. Represent the community to constituencies at the local, state and national levels as needed.

Coordinate and perform other projects, functions, and tasks, as assigned.

Follow all safety rules and procedures for work areas.

AUXILIARY JOB FUNCTIONS: Provide assistance to other staff as workload and staffing levels dictate. Maintain proficiency by attending training and meetings, reading materials, and meeting with others in areas of responsibility. Maintain work areas in a clean and orderly manner.

JOB QUALIFICATION REQUIREMENTS:

MANDATORY REQUIREMENTS: Ability to apply and adapt established economic development, tourism and marketing principles. Excellent written and verbal communication skills, and proven project and program management abilities are essential. Ability to speak articulately and write speeches and articles for publication. Ability to effectively facilitate meetings and to present information to management, public groups, City Council, boards and committees. Must be able to manage confidential documentation and sensitive materials in a confidential and professional manner. Must be capable of functioning effectively in independent environments and have the ability to independently exercise authority and discretion. Must have ability to independently recognize problems and develop solutions, resolve conflicts, and respond to common inquiries or complaints from customers, regulatory agencies, and/or members of the business community. Advanced ability to establish and maintain effective working relationships with business owners, residents, employees, contractors, outside agencies, public officials and the general public. Must be sensitive to design and preservation issues and understand the issues confronting business people, property owners, public agencies, and community organizations. Must have ability to remain flexible; guiding and supporting the organization as objectives continue to evolve. Equivalent to a four-year college degree in business, marketing, urban affairs/public policy, community development, historic preservation, or a related field. Minimum of five years of relevant experience in more than one of the following areas: commercial district management, historic preservation, business administration, public relations, volunteer management, non-profit administration, fundraising, event planning, tourism, and/or small business development. Any satisfactory combination of experience and training which demonstrates the knowledge, skills and abilities to perform the above duties may be considered.

SPECIAL REQUIREMENTS/LICENSES:

DESIRABLE REQUIREMENTS: Background in Main Street, retail or business management/development, tourism, historic preservation, public relations, volunteer management, non-profit administration, or fundraising and event planning.

PHYSICAL DEMANDS OF POSITION: While performing the duties of this position, the employee is frequently required to sit, stand, bend, kneel, stoop, communicate, reach and manipulate objects, talk and hear. The position requires mobility. Duties involve occasionally moving or lifting materials weighing up to 25 pounds and may infrequently require moving materials weighing up to 50 pounds while responding to non-routine situations. Manual dexterity and coordination are required over 50% of the work period while operating equipment such as computer keyboard, calculator, and standard office equipment.

WORKING CONDITIONS: Approximately 20% of the work period takes place outdoors with exposure to all weather conditions, at work sites with exposure to noise levels which may require hearing protection, chemicals, dirt, dust, fumes. The remainder of the work period occurs under usual office working conditions where the noise level is typical of most office environments with telephones, personal interruptions, and background noises. This position requires scheduling flexibility to attend evening, holiday and weekend events.

SUPERVISORY RESPONSIBILITIES: Supervision is not a typical function assigned to this position. Incumbent will oversee volunteers and contractors. Responsible for training and orientation to volunteers, students and newly assigned personnel on site policies and practices.

SUPERVISION RECEIVED: Works under the direction of the Economic Development Director.