

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT **(TOURISM AND CULTURE DIVISION)**

BUSINESS DEVELOPMENT CONSULTANT (TOURISM)

SUMMARY OF DUTIES

Under the general direction of the Manager of Tourism and Events, responsible for tourism development in order to generate new investment, business and employment in the City of Hamilton. Responsible for project management on specific departmental and corporate initiatives and/or key economic/tourism sector development in the city.

GENERAL DUTIES

Attracts new tourism related investment, business and employment and assists in business retention within the Tourism Sector.

Responds to information requests from developers, site selectors, realtors and the business community in respect of development issues and processes including: the provision of site location, zoning and official plan information, development charges, taxes and demographics. Where necessary, provides interpretation of municipal policies and by-laws, provincial legislation, statutes and regulations.

Supports the development of the capacity building required to make Hamilton increasingly competitive when bidding on major hosted events and driving additional leisure visitors (example additional hotel rooms, unique venues, work force development and product offerings).

Ensures that local tourism stakeholders are positioned to capitalize on tourism events and capacity building opportunities (funding, training etc.), so that they can sustainably offer the special events, festivals and experiences that create vibrancy within the community.

Responsible for researching, facilitating and coordinating major policy and program initiatives to help formulate long term tourism strategies.

Monitors and examines market conditions and emerging trends which may impact existing and potential business and makes recommendations for action in response to same.

Provides recommendations for targeting specific business sectors based on current environment.

Initiates and champions special tourism projects for sector development often in partnership with external organizations.

Evaluates and reports on the impact of municipal, provincial and federal legislative and policy changes on the tourism industry.

Builds, fosters and maintains interdepartmental and joint public/community partnerships and initiatives that support corporate and community tourism objectives.

Oversees, prepares and coordinates applications and related reporting for provincial and federal funding and investment by tourism partners. Administers and monitors the budget for the various projects in accordance with established Corporate/Departmental procedures.

Provides businesses and individuals from within and/or outside the City with demographic, statistical and other economic forecasting information related to all economic activity.

Coordinates and supervises the compilation and provision of all business and economic related information and communication resources.

Oversees and is responsible for the Tourism Oriented Directional Signs (TODS) and City of Hamilton Sign program, including revenue generation, sales and servicing of this program.

Maintains record of and reports on leads, generated activities and Key Performance Indicators Attends trade shows as a City representative, markets and pursues business opportunities on behalf of the City.

Serves as departmental representative on various interdepartmental, regional and provincial boards and committees.

Provides professional tourism advice to staff of other City departments, management, and Council.

Prepares reports for and makes presentations to Committee and Council as required.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

Acts as Acting Manager in his/her absence.

Performs other duties as assigned which are directly related to the responsibilities of the position.

QUALIFICATIONS

1. Proven knowledge in business development normally acquired through the completion of a University Degree in Business Administration, Commerce, Business, Economics or other related discipline or a combination of a Community College Diploma and relevant work experience.
2. One of the following (or equivalent) is considered as asset: Certified Economic Developer (Ec.D.) from the Economic Developers Association of Canada (EDAC). Certified Economic Developer (CEcD) from the International Economic Development Council.
3. Progressively responsible experience working in the tourism development field.
4. Municipal sector experience is considered an asset.
5. Analytical, statistical, research, trend analysis and forecasting skills.
6. Demonstrated experience in the corporate site selection process and the municipal approvals process.
7. 6 Must have excellent verbal and written communication skills and ability to relate effectively with peers, all levels of management, business clients, council and the media.
8. Ability to communicate effectively with the public and government agencies.
9. Working knowledge of Salesforce (CRM), Microsoft Word, Excel and database software applications. Knowledge of and experience in iDSS is considered an asset.
10. Ability to manage, supervise and balance a number of projects simultaneously and to meet deadlines is essential. Capable of working independently as well as part of an interdisciplinary team. Provision of a vehicle for use on the job.
11. Must possess a valid Class "G" Driver's Licence.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.

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