

## **CITY OF HAMILTON**

### **PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT**

### **(ECONOMIC DEVELOPMENT & REAL ESTATE DIVISION –BUSINESS INVESTMENT AND SECTOR DEVELOPMENT – LOCATION – CITY HALL)**

### **ECONOMIC DEVELOPMENT AND RESEARCH OFFICER**

#### **SUMMARY OF DUTIES**

Reporting to the Manager of Business Investment & Sector Development in collaboration with the Manager of Commercial Districts & Small Business, will assist in the research, collection, analysis and dissemination of economic and statistical information as well as support the Economic Development marketing strategy and annual workplan across a variety of mediums both traditional and digital. This position will be part of the Divisional Research and Marketing team with cross-divisional responsibilities.

#### **GENERAL DUTIES**

Support and work collaboratively with the Business Analyst and the Coordinator of Marketing on all related research and marketing projects as part of the Marketing Strategy and annual work plan;

Will act as the administrator for the Customer Relationship Management System (CRM) (currently Salesforce and Hubspot) for the division whereby collecting and monitoring business information to create and maintain information databases;

Disseminate CRM data to support Economic Development Division staff; troubleshooting CRM issues; Salesforce Training Lead – works with Business Analyst to develop presentations and training when required.

Research and utilize collected data to monitor and report on departmental key performance indicators and assist in the preparation of departmental publications and strategies such as Real Estate and Development Statistics, Economic Indicators, the Economic Development Annual Report Card, Community Profiles, Marketing Strategy and other reports or publications as required.

Participate in the strategic planning (Economic Development Action Plan) process.

In collaboration with the Marketing Coordinator, will assist in the development and production of the Economic Development Marketing Strategy and annual work plan.

Lead on the administration of the Economic Development website ([www.investinhamilton.ca](http://www.investinhamilton.ca))

Liaise with Director, Manager(s) and Business Development Consultants to develop presentations, seminars and materials for investor relations events, providing creative and technical support for same.

Keeps abreast of competitive benchmarks and proposes recommendations to improve existing service channels, marketing tactics and develop performance measures, monitoring and benchmarks for the section.

Works in collaboration with and represents the division on multi-disciplinary teams when required.

Performs other duties as assigned which are directly related to the normal functions of this position.

**QUALIFICATIONS**

1. Demonstrated experience in statistics, and/or marketing communications environment normally acquired through the completion of a Degree or Diploma in Business Administration, Commerce, Economics, Political Science, Economic Development or Communications.
2. Demonstrated experience in Administration of a CRM tool (Salesforce and Hubspot will be considered assets).
3. Proficiency in Word, Excel (data visualization), Microsoft Outlook, PowerPoint.
4. Knowledge of GIS is an asset. Knowledge of graphic design, social media management and photo/video editing tools and software will be considered an asset.
5. Must have excellent verbal and written communication skills and the ability to relate to peers, superiors and other departments.
6. Analytical, statistical, research, trend analysis and forecasting skills.
7. Ability to balance several projects simultaneously and to meet deadlines is essential.
8. Capable of working independently as well as part of an interdisciplinary team.

**SALARY:**

Salary Grade 4

**HOURS:**

35 per week

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

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