

## CITY OF HAMILTON

### PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT

### (ECONOMIC DEVELOPMENT & REAL ESTATE DIVISION – Hamilton Business Centre– LOCATION – 71 MAIN STREET WEST)

### BUSINESS DEVELOPMENT OFFICER – MY MAIN STREET

#### SUMMARY OF DUTIES

Working in a fast pace multi-disciplined team the Business Development Officer - My Main Street, will work with an identified geographic boundary within Hamilton to support the revitalization of the neighbourhood main streets, developing inclusive local economic development.

Support will include working with new and expanding businesses to access information and resources needed to help start, grow or scale-up. My Main Street is built on the principals of community economic development to create vibrant and diverse neighbourhoods where residents from all backgrounds share in the prosperity achieved through local small business ownership and employment.

The Business Development Officer - My Main Street will provide hands-on dedicated business advisory support to entrepreneurs, extending programming of the Hamilton Business Centre. Support will include advisory services, sharing of community marketing profiles, training, preparation of business plans, supporting grant application in-take, relationship building, completing neighbourhood case studies ensure accurate records are maintained.

#### GENERAL DUTIES

Assist Co-ordinator and My Main Street partners in the administration, launch and development of the My Street Project in Hamilton.

Promote and market small business opportunities within the City of Hamilton.

Attend neighbourhoods as a City representative, market and pursue business opportunities on behalf of the City.

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

Respond to information requests from entrepreneurs, partners, and the business community in respect to business start up and expansion needs including: awareness to municipal, federal and provincial licensing requirements, preliminary zoning information, market related research and knowledge of financial programs. Where necessary provide business plan feedback, guidance and direction.

Work with new entrepreneurs to submit applications for My Main Street Business non-repayable contributions and work with My Main Street team lead to identify and create local case studies.

Communicate with entrepreneurs, partners, consultants, lawyers, Chamber of Commerce, area municipalities and City staff on an on-going basis regarding business and development issues.

Monitor and examine market conditions and emerging trends which may impact existing and potential business and make recommendations for action in response to same.

Capable of working independently as well as part of an interdisciplinary team.

Maintain record of contacts and generated activities.

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

Initiate and champion special projects related to development such as sector related marketing, tax business analysis and related programs.

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

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.

**QUALIFICATIONS**

1. Proven knowledge in business development and marketing normally acquired through the completion of a University Degree in Commerce, Business, Economics or other related discipline or a combination of a community college diploma and relevant work experience.
2. Demonstrated experience working in the economic development/small business field.
3. 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.
4. Ability to communicate effectively with the public and government agencies.
5. Working knowledge of Microsoft Word, Excel, PowerPoint and database software applications.
6. Ability to manage, supervise and balance several projects simultaneously and to meet deadlines is essential.
7. Capable of working independently as well as part of an interdisciplinary team
8. Eligibility for Certified Economic Development accreditation.
9. Provision of a vehicle for use on the job.
10. 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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