

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT
(ECONOMIC DEVELOPMENT DIVISION –BUSINESS INVESTMENT & SECTOR DEVELOPMENT– LOCATION
71 MAIN STREET WEST, 7th FLOOR

SENIOR BUSINESS DEVELOPMENT CONSULTANT – RESEARCH & MARKETING

SUMMARY OF DUTIES

Reporting to the Manager of Business Investment & Sector Development (BISD) the Sr. Business Development Consultant is responsible for the development and implementation of the Economic Development Research and Marketing Strategy – includes overseeing of the research and marketing initiatives that support the business investment & sector development (BISD) and the commercial district and small business (CDSB) teams function of generating new property tax assessment, employment, promotion and revitalization in the City of Hamilton.

GENERAL DUTIES

Leads, develops and implements the research and marketing strategy for the business investment and sector development and the commercial districts and small business teams.

Provides leadership and support to the Business Development Analyst and the Economic Development and Research Officer and coordinates responses on major research and marketing programs and special projects. Coordinates an annual workplan and responsible for reporting on marketing metrics each quarter and provides a yearend report.

Working collaboratively with the Sr. Business Development Consultant on Investment & Trade and the greater BISD and CDSB team to increase the awareness of Hamilton's brand in key regional, provincial and international markets and targeted priority sectors that are identified in the Economic Development Action Plan

Support the BDC's on their business outreach on all marketing related activities i.e., Ribbon cuttings. Ground break ceremonies etc. Developing a network of contacts within the business community

Provides leadership and support to the consultants, summer and co-op students on all research, marketing and promotion related projects.

Provides support and collaborates with the Business Analyst and the Economic Development and Research Officer, on the development and design and annual updates of the of the Divisions' website and the design and development of the e-newsletter, business directory, news items, and any research and marketing related projects.

Composes correspondence and prepares reports related to marketing initiatives, research, analysis and promotion for management and other divisional staff. Writes press releases and coordinates public relation events i.e., radio spots, ribbon cutting events on behalf of the BISD & CDSB Teams, PED Comms, Director, Mayor and Councilors.

Responsible for media monitoring.

Researches other research and marketing programs, approaches, opportunities, best practices and makes recommendations concerning marketing program changes/approaches.

Serves as departmental or City representative on various interdepartmental, regional, provincial or federal focused boards/committees when applicable to this position.

Coordinates projects to initiate and maintain joint research and marketing initiatives with community and other internal/external stakeholders- i.e.. Invest Hamilton Partnership

Job Description: A14674

Provides support to the Director in preparation of the Division's research and marketing/ advertising related reporting and budget i.e. Economic Development Action Plan

Represents the division at public meetings, client and interdepartmental meetings. Prepares and presents reports to committees, interest groups and business owners when required.

Acts in the capacity of Manager in their absence.

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.

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

QUALIFICATIONS

1. Proven knowledge in marketing normally acquired through the completion of a University Degree in Business/Commerce, Public Relations, Communications, or other related discipline and/or a combination of a Community College Diploma and more extensive, relevant work experience.
2. Progressively responsible experience working in municipal economic development / research & marketing field with an understanding of municipal policy/process and creative and innovative approach to marketing.
3. Excellent verbal and written communications and interpersonal skills with the ability to express ideas effectively through formal presentations, as well as the ability to liaise with various groups, the public, business owners and varying levels of staff.
4. Detailed oriented with exceptional research, statistical and analytical skills.
5. Working knowledge of the Ontario Municipal Act and Planning Act.
6. Demonstrated experience in Administration of a CRM tool (preferably Salesforce).
7. Ability to communicate effectively with the public and government agencies.
8. Experience in effectively managing a multi-disciplinary staff and/or demonstrated leadership on a team project(s) in a results-oriented environment preferred.
9. Working knowledge of Microsoft Word, Excel, database software applications and Desktop publishing software.
10. Ability to manage, prioritize and balance a number of projects simultaneously and to meet deadlines is essential.
11. Capable of working independently as well as part of an interdisciplinary team.