



Township of McNab/Braeside Job Description	Job Title: <u>Economic Development & Communications Coordinator</u>	Page 1 of 6
Location: Township Office Department: Administration	Reports To: <u>CAO/Deputy Clerk</u>	Revision date: July 2026
		Salary Group: 7

Position Summary:

The Economic Development & Communications Coordinator is responsible for advancing the Township's economic vitality, tourism profile, and community engagement through coordinated economic development initiatives, business support, marketing, and municipal communications.

Reporting to the CAO/Deputy Clerk, this position leverages recreation, events, tourism assets, and community partnerships to strengthen local business activity, promote the Township as a place to live, work, and visit, and ensure consistent, accurate, and engaging communication with residents, businesses, and stakeholders.

Qualifications:

- Post-secondary education in Economic Development, Communications, Marketing, Business Administration, Tourism, Public Administration, or a related field.
- Minimum of 2 to 4 years of relevant experience in economic development, communications, marketing, tourism, or municipal/public-sector work.
- Experience working in a rural or small municipality environment is considered an asset.
- Understanding of local government operations and economic development principles.
- Strong written and verbal communication skills.
- Experience with website content management systems and social media platforms.
- Ability to create clear, engaging promotional and informational materials.
- Strong organizational skills and ability to manage multiple priorities.
- Comfortable working independently with minimal supervision while supporting team objectives.
- Proficiency with Microsoft Office and related software.
- Valid driver's license and access to a reliable vehicle.

Position Responsibilities:

Performs the responsibilities of the position within the legislative and regulatory standards set out in the applicable Provincial and Municipal Acts. Performs the responsibilities of the position consistent with the Operational policies of the Township of McNab/Braeside.

1. Economic Development & Business Support

- Act as initial point of contact and liaison for local businesses, entrepreneurs, and prospective sponsors.
- Assist with business retention and expansion initiatives, including outreach, check-ins, and issue identification.
- Support the attraction of new businesses that align with Township priorities and land-use planning.
- Coordinate business support initiatives in collaboration with County, regional, and provincial partners.
- Assist with grant research, applications, and reporting related to economic development, tourism, and community revitalization.
- Support Council-approved economic development strategies, work plans, and performance measures.

2. Tourism, Events & Place Promotion

- Develop marketing strategies to promote Township recreation assets, festivals, parks, trails, waterfronts, and community events as economic and tourism drivers.
- Work closely with Recreation staff and community groups to market events and programs.
- Develop and maintain tourism and community promotional materials, including digital and print content.
- Liaise with Ottawa Valley and regional tourism organizations to extend the Township's reach.
- Support sponsorship opportunities and partnerships related to events and tourism initiatives.

3. Communications & Marketing

- Coordinate municipal corporate communications under the direction of the CAO/Deputy Clerk.
- Manage and regularly update municipal website content.
- Develop content for social media platforms, newsletters, and promotional campaigns.
- Assist all departments with clear, consistent public-facing messaging.
- Support community engagement through surveys, public notices, and information campaigns.
- Assist with media relations, including the preparation of news releases and background materials.

- Photograph facilities, programs, and events for promotional use.

4. Research, Reporting & Administration

- Collect and analyze economic, tourism, and community data to support decision-making.
- Prepare reports, briefing notes, presentations, and promotional materials for management and Council.
- Track program outcomes and prepare summary reports.
- Maintain up-to-date databases of businesses, community organizations, and partners.
- Support budget preparation and tracking within assigned programs.

5. Collaboration & Community Relations

- Work collaboratively with municipal departments, community organizations, service clubs, and external agencies.
- Support inter-municipal and regional initiatives when required.
- Attend community events, business functions, and evening meetings as necessary.
- Represent the Township in a professional and positive manner.

6. Corporate Communications

- Develop annual communications calendar.
- Maintain municipal branding standards.
- Coordinate media inquiries as directed.
- Ensure consistency of messaging across all departments.
- Provide communications advice to departments.

Human Resources

- No direct full-time supervisory responsibility.
- Provides functional direction to volunteers.
- Ensures volunteer credentials, waivers, insurance, and compliance documentation are complete and current.

Financial & Material Resources

- Works within approved departmental and Council-approved operating budgets related to economic development, communications, tourism promotion, and community events.
- Administers and monitors modest program and project budgets, including marketing, advertising, promotional materials, sponsorships, and event support.
- Assists the Recreation Department with annual budget preparation, variance tracking, and forecasting for assigned programs.
- Sources cost-effective marketing and communications solutions, ensuring responsible stewardship of municipal funds.

- Researches funding opportunities and assists with grant applications and reporting requirements, where directed.
- Coordinates the procurement and use of external services such as graphic design, printing, advertising, website support, and promotional vendors, in accordance with municipal purchasing policies.
- Utilizes and maintains municipal communication tools and assets, including website platforms, social media accounts, signage, display materials, and promotional inventory.
- Ensures municipal materials and resources are used efficiently, sustainably, and in alignment with Township policies and branding standards.

Physical Skills & Effort:

- Performs primarily office-based work involving prolonged periods of sitting, computer use, reading, and writing.
- Requires visual concentration, keyboarding, and use of standard office equipment such as computers, printers, and mobile devices.
- Regularly attends meetings, community events, and site visits, requiring walking, standing, and light physical activity.
- Ability to lift and carry light materials (generally up to 10–15 kg / 20–30 lbs) such as event supplies, displays, signage, or promotional materials.
- Will be required to setup and takedown displays or booths at community events.
- Works in a variety of environments, including office settings, community facilities, and outdoor locations during events, sometimes in varying weather conditions.
- Required to manage multiple tasks, meet deadlines, respond to inquiries, and adapt to changing priorities.
- Requires sustained attention to detail and accuracy when preparing communications, promotional materials, and reports.

Decision Making & Judgement:

- Exercises independent judgment on day-to-day matters related to economic development initiatives, communications activities, marketing content, and community engagement, within established policies, procedures, and approved work plans.
- Prioritizes tasks and manages competing demands to meet deadlines while responding to emerging community, business, and organizational needs.
- Determines appropriate communication methods, messaging tone, and content for various audiences, ensuring accuracy, clarity, and alignment with municipal objectives.
- Assesses community, business, and stakeholder inquiries to determine appropriate responses, referrals, or escalation to the CAO.
- Makes operational decisions related to event promotion, tourism marketing, and outreach activities within approved budgets and programs.
- Applies sound judgment when working with external partners, sponsors, and community groups to balance municipal interests with collaborative opportunities.

- Identifies potential risks related to communications, reputation, or stakeholder relations and brings sensitive or complex matters to the attention of management.
- Uses discretion and good judgment when handling confidential or sensitive information.
- Interprets and applies municipal policies, branding standards, and Council direction when carrying out responsibilities.

Interpersonal Skills / Contacts:

Internal Contacts

- Works collaboratively with the Recreation Department to align economic development, tourism, events, and communications activities with departmental objectives.
- Maintains regular working relationships with staff across municipal departments to coordinate messaging, share information, and support community initiatives.
- Provides input, information, and support to management and Council, as directed, related to economic development, communications, and community promotion.
- Communicates clearly and professionally with colleagues to manage priorities, resolve issues, and support efficient service delivery.
- Exercises tact, discretion, and sound judgment when handling internal matters, confidential information, or sensitive issues.

External Contacts

- Serves as a key municipal point of contact for residents, business owners, entrepreneurs, community organizations, volunteers, and event committees.
- Builds and maintains positive working relationships with local businesses and community partners to support economic development, tourism, and community engagement.
- Liaises with County, regional, provincial, and sector organizations involved in economic development, tourism, recreation, and community development.
- Represents the Township in a professional, courteous, and community-focused manner at meetings, events, networking opportunities, and external functions.
- Communicates effectively and diplomatically when responding to inquiries, concerns, or information requests from external stakeholders.
- Adapts communication style to suit diverse audiences and situations, including public interactions, group settings, written correspondence, and promotional activities.

Environment:

- Works primarily in a standard municipal office environment with frequent use of computers, phones, and other office equipment.
- Regular interaction with the public, community partners, and municipal staff, both in person and through digital and written communications.
- Required to attend meetings, community events, festivals, and promotional activities at various municipal facilities and outdoor locations.

- Work may take place in a variety of settings, including office spaces, arenas, parks, community centres, meeting rooms, and outdoor event sites.
- Outdoor work may involve exposure to varying weather conditions, including heat, cold, rain, and uneven terrain during events or site visits.
- Occasionally required to work evenings and weekends to support meetings, events, or community initiatives.
- Work environment involves frequent interruptions, shifting priorities, and time-sensitive requests, requiring flexibility and adaptability.
- Minimal exposure to physical hazards; required to follow municipal health and safety policies and procedures at all times.

Control Over Work Schedule:

- Works under the general direction of the CAO/Deputy Clerk within established goals, priorities, and deadlines.
- Has control over the organization of daily work activities and task sequencing to meet departmental and program objectives.
- Exercises discretion in scheduling communications activities, outreach efforts, meetings, and project timelines within approved work plans.
- Adjusts work priorities independently in response to emerging issues, deadlines, or community needs, consulting with the CAO/Deputy Clerk on matters of significance or sensitivity.
- Limited control over overall work schedule due to operational requirements, public inquiries, meetings, and event schedules.
- Required to work evenings and weekends as necessary to support meetings, events, and community initiatives, with hours generally known in advance.
- Vacation and schedule adjustments are subject to operational needs and approval in accordance with Township policies.

The foregoing description reflects the general duties necessary to describe the principal functions of the job identified and shall not be construed to be all of the work requirements that may be inherent in this classification.