



<b>Job Title</b>	Community Engagement Coordinator		
<b>Manager's Job Title</b>	Development Services Manager	<b>Salary Grade</b>	Per Salary Grid
<b>Department</b>	Community Development	<b>Date Created</b>	July 2024

## Community Engagement Coordinator

### Reports To

Development Services Manager

### Job Summary

The Community Engagement Coordinator is a dynamic role with a variety of responsibilities, including overseeing Business Engagement, and coordinating Tourism initiatives and Community Events. The Coordinator will be under the direct supervision of the Development Services Manager (DSM) of the Town of Claresholm and is an integral member of the Town's economic and community development.

### Job Duties

- Business Engagement (Business Retention and Expansion)
  - Contribute to the business retention and expansion, and community economic development in Claresholm as directed by the Development Services Manager.
  - Assist the Economic Development Coordinator research and develop business engagement and retention strategies.
  - Promote and engage local business through social media marketing and promotional events
  - Utilize Town events to strengthen and promote local business
  - Monitor local small business needs and trends and communicate these to the DSM, CAO and Council to enable the Town of Claresholm to better tailor services to meet needs
- Community and Non-Profit Support
  - Assist Recreation Manager with the Town's volunteer coordination initiatives.
  - Meet with community stakeholders, newcomers, new businesses, and other target audiences to create awareness of Town of Claresholm strategies and priorities
  - Administrative point of contact for Alberta SouthWest regional initiative.
- Community Events and Tourism Coordination
  - Coordinate Community Special Events: Winterfest, Canada Day, Fair Days, New Year's Family Skate
    - Assist with other business engagement activities such as Old-Fashioned Christmas, and Canada Day and Halloween Storefront initiatives and other initiatives as directed by Council

- Oversee the Town's Tourism portfolio via maintenance of tourism asset schedule, attendance at Tourism training initiatives, marketing of Community Events as tourism initiatives.
  - Assist Visitor Services and museum tourism initiatives
- Seek out new grants, partnerships, and other opportunities in relation to events, tourism or business activities.
- Promote community events, that foster inclusion, settlement, and integration
- Town Administration
  - Record, organize, and maintain data and contacts using Microsoft Excel
  - Create letters and documents using Microsoft Word, Excel and Power Point
  - Gather and summarize research online, on the phone, and in person
  - Review, copy, and scan documents for record keeping

## **Competencies**

- Proven reliability, honesty, and punctuality
- Confidence and good customer service, both in person and on the phone
- Ability to work alone, with a team, and in a leadership role
- Proficient in the use of Microsoft Outlook, Word, Excel, and PowerPoint
- Effective research, interview skills, and ability to summarize information
- Creative thinking and a positive, upbeat attitude.
- Minimum 2 years of event planning and partnership development experience
- Economic Developers Alberta training – Establishing the Foundation, Business Retention and Expansion, equivalencies will be considered

## **Work Conditions**

- Hours of work are 35 hours per week and typically between Monday to Friday 8:00 am to 4:00 pm, with a 1-hour unpaid lunch break. Some evenings, weekends, and Holidays are required.
- Working primarily out of own office at, 111 – 55 Avenue West, Claresholm.
- Scheduled evenings, weekends, and holidays (Canada Day) will be required
- Indoor/outdoor events often involve moving tables, chairs, large tents, pop up banners, projectors, speakers, food, drink, or other items.
- Maintain a high level of confidentiality, and professionalism at all times
- Frequent interaction with employees, management, and the public
- Operation of desktop/laptop computer with extended periods of sitting and/or standing
- Some duties require being outside for extended periods of time
- Must be able to lift approximately 40 lbs.