### Economic Development Coordinator

1) Identify and develop new and existing opportunities relating to business retention, expansion and attraction, new innovations, marketing, tourism and agriculture programs.

   **Examples include:**
   - Business, Retention & Expansion Study 2017 – focused on retail and service sector.
   - Development of Economic Strategy and Marketing Plan 2018
   - Collaboration with PKED – Agricultural BR&E program 2018/2019
   - Coordinate and report out on the First Impressions Community Exchange Program 2018 (Beaverton)

2) Implement the BR&E 2017, Economic Strategy and Marketing Plan 2018 Action Items such as:

   **Examples include:**
   - Build relationships with local associations and schools – participate in job fairs, support mentorship programs, provide workforce/wage/business data
   - Work with developers to encourage a mix of housing types
   - Support opportunities for rural transportation
   - Work with Building and Planning to improve application forms
   - Work with entrepreneurs/start-ups/residents interested in establishing a business, B&B operation, second units
   - Collaborate with community partners to develop a small business incubation centre (Upper Level of the Lakefield Chamber/Police building)
   - Advocate for natural gas and broadband expansion

3) Create and foster partnerships with businesses and regional organizations, including Peterborough and the Kawarthas Tourism (PKT), to market the Township as a business and tourism destination.

   **Examples include:**
   - RTO8 – Trails Town Initiative
   - PKED – Regional Wayfinding project
   - Support PKED’s Starter Company Plus and Summer Company (participant on panel to review “entrepreneur pitches”)

4) Collaborate and support the Economic Development and Business Committee – agendas, reports, minutes, follow-up etc….

### Communications/Marketing Coordinator

**Economic Development/Marketing:**

Work with the Economic Development Coordinator to maintain and enhance economic development, promote community development and community improvement programs and grants. Implement the action items from the 2018 Economic Development Strategy and Marketing Plan.

1) **Implement Marketing Campaigns based on “Our Small Towns = ….”**
   - Cooperative Marketing Campaigns - Local Restaurant Campaign (2019) – cost sharing with business owners
   - Attracting Day Trippers – Fall/Winter and Shop Local
   - Attracting New Residents – Young Families and Retirees
   - Attracting New Businesses – Development, Trades, Professional Services, Senior Services and Retail

2) Implement and maintain a business newsletter.

3) **Enhance and maintain marketing resources e.g.**
   - CIP Financial Incentive brochure and program materials
   - Visitor/tourism maps
   - Various guides (e.g Guide to Developing a Second Unit; Bed Breakfasts, Zoning By-law Amendment Guides).

4) **Wayfinding and visitor kiosk maps.**

5) **Establish a tourism e-newsletter and Facebook account.**

6) **Coordinate marketing/newsletter for the 5-year rural transportation pilot.** Develop marketing materials for transportation program.

**Corporate Communications:**

1) Maintain and develop the Township’s website architecture.
2) In collaboration with all departments, ensure that the information on municipal services is kept up to date and improved where possible.
3) Working with the IT Coordinator and Departments to implement and market any e-service strategies and initiatives.
4) Enhance the Township’s ability to make effective use of social media as a
5) Support and Promote the Township’s Community Improvement Program

Examples include:
- Coordinating the 5 year update (2017/2018)
- Promote the program to business owners
- Support businesses through the application process – meeting with businesses, discuss eligibility, assist with applications, prepare agreements and distribute funding

6) Assist business start-ups and business expansions by making connections to local resources, such as the Business Advisory Centre, the Community Futures Development Corporation which provide support and resources such as business planning, funding opportunities, supply chain information

Examples include:
- Support PKED’s Business Advisory Centre – offer local training, connect local start-ups to the BAC for business planning support, supply chain resources
- Connect businesses with CFDC who need financing, loans etc…

7) Represent the Township with various Associations

Examples include:
- Attending various events such as AGM’s, Business After Hours etc… hosted by PKED, Kawartha Chamber, BDTA, BBA etc… to network and share information

5) Provide and coordinate responses to any questions or comments posted on social media.
6) Responsible for the Township e-newsletter, Council Communicator and Township Services Guide.
7) Responsible for updates to the Township’s Community Profile.
8) Responsible for the preparation of the annual Township Report Card to highlight the Township’s Strategic Planning achievements.
9) Responsible for media promotions including advertising (Spotlight, Public Notices…) and media/news releases.
10) Coordinate marketing of various parks and recreation programs and facilities (e.g. Sponsored Public Skating, Wedding/Reception venues, ice availability ….).
11) Market public engagement events e.g. Town Hall meetings, public policy issues (comprehensive Official Plan review, retail sale of cannabis, etc…).
12) Ensure Township branding is used and implemented on corporate wide basis.
**Background/Rationale:**

1) **2015 Organization Review**
   
   Note: the 2015 Organization Review recommended that this position be implemented in 2018; however a follow-up report prepared by the CAO outlining ways to carry out the 2015 Organization Review items, recommended that this position be reconsidered in 2018.

   **Recommendation #3:** Better Match Human Resources to Organizational & Service Delivery Needs
   
   To support the implementation and the effective and efficient operation of the new organization, the Township of Selwyn should align its staffing and job responsibilities to better match organization and service delivery needs. The Township of Selwyn should establish Communications & Media Officer (Note: title for the position was changed to reflect the focus on marketing)
   
   - new position in Clerk’s Department, to be renamed Corporate & Community Services
   
   - if community development grant money is available to support this position, it should be applied for

2) **2018 Strategic Plan**

   **Goal 2:** Achieve excellence in governance and service delivery
   
   Consider recruitment of Communication and Media Specialist whose focus will be delivering on the objectives of the Corporate Communications Plan, Economic Development Strategy and Marketing Plan and Recreation Services Plan (2018 update)

3) **Recreation Services Plan Updated 2018**

   Recommendation #19 - Through the planned corporate Communications Strategy, the Township should explore ways to increase the awareness of local parks and recreation services by enhancing its current mediums, such as the Recreation & Library Services Guide, and exploring new ways to reach its target markets such as through use of social media. As part of this Communications Strategy, the Township should also explore how to encourage community-based providers to better communicate their services to the public.

4) **Marketing Plan 2018 and Economic Development Strategy**

   Action Item #8 - In support of the Township’s Strategic Plan, related to proposed establishment of a Communications and Media Specialist, consider allocating 50% of this position’s time to support Economic Development and Tourism related communications.
4. f) Attachment