

COMMUNITY DEVELOPMENT DIRECTOR

SCOPE

The Community Development Director shall be responsible to the Town Council under the supervision of the CAO.

FUNCTION

The Community Development Director, as part of the Town management team, is responsible for the development, co-ordination, administration and management of the Town of Hudson Bay Community Development Department. The Community Development Director will be responsive to the directions, initiatives and concerns of the following volunteer Boards and Committees as they relate to community promotion and development:

- 1) Economic Development and Tourism Committee
- 2) Hudson Bay Chamber of Commerce

RESPONSIBILITIES

A. General

1. To develop and present to Council, annual objectives of the Department which include provision for community and economic growth.
2. To evaluate the annual operations of the Department.
3. To prepare and present, to respective Boards and Committees, Administrator and Town Council, an annual work plan and the annual operating and capital budgets of the Community Development Department.
4. To direct, control and account for all expenditures of the Community Development Department in accordance with the provisions of the budget, as approved by Council.
5. To prepare, plan and update, with the assistance of the respective committees, plans for the development of economic, recreation and tourism opportunities in the community.
6. To prepare and present to Town Council, a written monthly report indicating all aspects of the Community Development Department and bring to the attention of Council, all relevant matters for their consideration.
7. To recommend staff which are essential to the operation of the Community Development Department.
8. To supervise Department staff ensuring that standards of staff performance are maintained at a high level, when applicable.
9. To be aware of, apply for and administer, where applicable, all grants relevant to development, recreation and tourism in the Town of Hudson Bay.

General - Continued

10. To prepare reports requested by Committees and Council.
11. To prioritize and attend workshops, seminars, conferences, etc., relevant to community needs.
12. To initiate, recommend and administer policies relating to activities of the Department.
13. To establish, promote and maintain regular and effective public relations on behalf of the Town to local, Provincial and Federal authorities and agencies.
14. To oversee website and social media platforms to ensure a level of professionalism is upheld.

B. Tourism

1. To be responsible for the research, development, evaluation and promotion of identified community tourism opportunities.
2. To increase public awareness, interest and acceptance of tourism.
3. To represent the tourism interests/aspirations of the community to Municipal, Provincial and Federal governments and related departments thereof.
4. To encourage tourist travel to Hudson Bay.
5. To develop and update on a continual basis, community tourism marketing materials.
6. To provide a research and planning co-ordination function related to all tourism needs of the community and/or region.
7. To assist in the development of Provincial Highway corridor routes as they may benefit the Town of Hudson Bay.
8. To develop financial forecasts relevant to identified community tourism goals.
9. To prepare, update and implement operational plans and strategies for identified community tourism opportunities.
10. To maintain effective communications with existing economic development/tourism community organizations to ensure co-ordination and compatibility of activities.
11. To attend and represent the Town of Hudson Bay at prescribed and approved sports, outdoors and tourism shows.
12. To market identified tourism assets to identified target markets.
13. To take initiatives in promoting programs and events to strive for maximum use of Town owned facilities and increase economic activity within the community.

C. Economic Development

1. To develop in consultation with committee members, present to Council, and evaluate annual objectives of the Economic and Tourism Development Committee.
2. To act as local contact/resource person on areas regarding economic development opportunities.
3. To develop, update and produce informational material, coordinate web site promotions and updates and provide access to available resources to all relevant parties.
4. To liaise with the Economic Development Committee and Chamber of Commerce Executive Committees.
5. To provide support on initiated project directives or requests requiring substantial information and development of technical/informational reports.
6. To assist the Economic Development Committee and Chamber of Commerce in identifying community economic development needs and act as a catalyst in the development of committee action plans.
7. To facilitate opportunities for the overall development and co-operation of existing community groups relevant to community economic development.
8. To monitor and evaluate current projects and activities undertaken by the Economic Development and Tourism Committee.
9. To assist the local Economic Development Committee to accomplish it's long and short term goals.
10. To assist in the annual budgeting process.
11. To attend and represent the Town of Hudson Bay at prescribed and approved business and development shows.

D. Community Event Planning

1. Plan, coordinate, and execute the following annual community events in conjunction with applicable committees:
 - a. Home Based Business Show
 - b. Summer Hockey School
 - c. Trade Fair
 - d. Community Garage Sale
2. Plan, coordinate, and execute additional community events as they arise. ex. Outdoor movie, Celebrate Hudson Bay Day

PREFERRED KNOWLEDGE, ABILITIES, SKILLS AND QUALIFICATIONS:

1. Graduation from a recognized post-secondary institution with an emphasis in the core areas of community planning and development, leisure services, local government, public or business administration or related areas or equivalent experience in business environment will be considered.
2. Considerable knowledge of municipal financial and administrative operations and management techniques, practices and trends.
3. Ability to communicate effectively, tactfully and diplomatically and to establish effective working relationships with Council, Civic Staff, Government Officials, local businesses, the general public and other related groups.
4. Minimum 3 years related experience an asset.