

Job Title: Economic Recovery Strategist**Job Details: Full time for one year term****Starting as soon as possible****Salary range from \$40,000 - \$50,000****Overview**

The Ladysmith Chamber of Commerce has received funding to hire an Economic Recovery Strategist who will coordinate a year-long program with three primary purposes: (1) to conduct a Business Retention and Expansion Program to identify short and long term needs of the business community, (2) to provide Individual Business Support Services to help those businesses most in need stabilize and recover from the economic crisis caused by the pandemic, and (3) to lead a broad-based Community Economic Development Response designed to maximize economic recovery through a comprehensive shop local and destination marketing campaign.

Duties and Responsibilities

- Plan and implement a Business Retention and Expansion (BRE) program designed to gather and analyze data regarding the relative health and needs of the local business community particularly in light of conditions caused by the Covid 19 pandemic.
- Follow up with all businesses identified through the BRE process who need and want follow up support services. Assist in the preparation of recovery plans for these businesses that may include 1-to-1 coaching, information and support in accessing provincial or national resources, and referral to other regional recovery programs.
- Develop and implement a branding initiative designed to gather feedback from residents and businesses about what they enjoy most about their community and how that can most effectively be shared.
- Develop plans and partnerships to share the brand including comprehensive media strategy, community events, contests etc.

Skills and Qualifications

You will be our ideal candidate if you have:

- Completed a Post Secondary degree in Business Administration or related program coupled with working experience in economic development, marketing, and public relations.
- A broad general knowledge of business and government (particularly as it relates to Covid-19 programs) coupled with an ability to plan and implement projects.
- Knowledge and experience with Business Retention and Expansion programs. Direct experience with the Business Walk concept an asset.
- Good problem-solving skills coupled with solid consensus building and entrepreneurial skills.
- Data collection and analysis skills.
- Experience in community branding processes including identifying and leveraging community's strengths, raising community profile among target audiences, engaging and unifying the community behind a consistent brand and marketing campaign.

Please submit resume with cover letter to:

Mark Drysdale, Executive Director, Ladysmith Chamber of Commerce
Mark@ladysmithcofc.com

Applications will be accepted until June 7th, 2021.