



ECONOMIC DEVELOPMENT INTERNSHIP

Regular Full-Time Two (2) Year Program

The Corporation of the City of Elliot Lake is seeking applications for a full-time internship as an Economic Development Intern in our Economic Development department. Under the direction of the Economic Development Coordinator, the key activities of the Tourism Intern include exploring eco- and geo-tourism possibilities as part of a tourism package and establish a comprehensive marketing plan for the municipality to market the diverse strengths in promoting Elliot Lake. This position will also maintain multimedia marketing, which includes assisting in the development of a social media platform, as well as updating and maintaining social media and City's website in relation to the Economic Development Department.

Who is eligible:

- Unemployed or underemployed youth (under the age of 30) who have graduated with a degree or diploma from a post-secondary institution within the last three years, are legally entitled to work in Canada, and have not been previously employed under a FedNor Youth Internship funding agreement, or other federal or provincial internship with pay for a period of six (6) months or more.

The preferred applicant will:

- Be a university or college graduate who has graduated within the last three (3) years from an accredited college or university. A Diploma or Degree in a related field such as Business Administration, Marketing, or Sport Tourism would be an asset.
- General knowledge of the cultural sector and tourism initiatives in the Municipality and Region.
- Knowledge of municipal government including municipal structure and policies and procedures.
- Proficiency in social media platforms, ie. Facebook, Twitter, Instagram, etc.
- Website development/management an asset.
- Development and promotion of marketing materials.
- Formal written communication.
- Bilingual (English/French) considered an asset.
- Excellent analytical, time management, problem-solving and organizational skills.
- Ability to work independently with a focus on being task oriented.
- Ability to communicate effectively at a high level both verbally and in writing to all levels of stakeholders.
- Demonstrate quality interpersonal skills while interacting with internal and external stakeholders.
- Strong knowledge of Microsoft Office products including Word, Excel, Outlook, Access and PowerPoint.
- Ability to deal with confidential matters using discretion and good judgement.
- Past Adobe Photoshop or Illustrator experience is an asset.
- Class G Drivers License with acceptable driving history.

Please visit our website at www.cityofelliottlake.on.ca for more information on the City of Elliot Lake.

Salary:

- This full-time position is partially funded by FedNor's Northern Ontario Development Program. \$17.94 hourly

Qualified applicants should submit a cover letter and detailed resume by **4:30 P.M. on Friday December 18, 2020** to:

Human Resources Dept., City of Elliot Lake
45 Hillside Drive North, Elliot Lake, Ontario, P5A 1X5
Fax: (705) 461-7269
E-mail: emoss@city.elliottlake.on.ca

All applicants are thanked but only those selected for an interview will be contacted. In accordance with the Municipal Freedom of Information and Protection of Privacy Act, the information gathered is collected pursuant to the Municipal Act and will be used for the purpose of candidate selection. Accommodations are available upon request for candidates taking part in all aspects of the selection process.

THIS OPPORTUNITY IS
PROUDLY SUPPORTED BY:





POSITION DESCRIPTION

POSITION:	Economic Development Intern
DATE PREPARED:	July 31, 2020
REPORTS TO:	Economic Development Coordinator
DEPARTMENT:	Economic Development

Contract position up to 2 years dependent on funding and performance

Job Summary

Under the direction of the Economic Development Coordinator, the key activities of the Tourism Intern include exploring eco- and geo-tourism possibilities as part of a tourism package and establish a comprehensive marketing plan for the municipality to market the diverse strengths in promoting Elliot Lake. This position will also maintain multimedia marketing, which includes assisting in the development of a social media platform, as well as updating and maintaining social media and City's website in relation to the Economic Development Department.

QUALIFICATIONS

Education:

- Diploma or Degree in a related field, ie. Business Administration, Marketing, Sport Tourism, and having graduated within last three years.

Knowledge/Experience:

- General knowledge of the cultural sector and tourism initiatives in the Municipality and Region.
- Knowledge of municipal government including municipal structure and policies and procedures.
- Proficiency in social media platforms, ie. Facebook, Twitter, Instagram, etc.
- Website development/management an asset.
- Development and promotion of marketing materials.
- Formal written communication.
- Bilingual (English/French) considered an asset.

Skills:

- Excellent analytical, time management, problem-solving and organizational skills.
- Ability to work independently with a focus on being task oriented.
- Ability to communicate effectively at a high level both verbally and in writing to all levels of stakeholders.
- Demonstrate quality interpersonal skills while interacting with internal and external stakeholders.
- Strong knowledge of Microsoft Office products including Word, Excel, Outlook, Access and PowerPoint.
- Ability to deal with confidential matters using discretion and good judgement.
- Past Adobe Photoshop or Illustrator experience is an asset.

Responsibilities

Tourism Strategy and Marketing Plan Development/Implementation:

- Lead Tourism Strategy project for City under direction from the Economic Development Coordinator – including RFP review, liaising with consultant, engaging community stakeholders and local businesses, reporting project updates to economic development committee and presenting final strategy to Council.
- Develop and implement comprehensive marketing plan to support Tourism Strategy Implementation promoting the strengths of Elliot Lake.
- Research economic and geographic tourism possibilities for the City of Elliot Lake.
- Develop event and tourism packages to promote local business and attracting tourists to local businesses, events and other offerings of the community.

Social Media:

- Assisting in the development/creation of social media platforms (Facebook & Twitter) for the City and the Economic Development Department.
- Maintaining the social media platform for the City and the Economic Development Department.
- Creating effective lines of communication between the City, the public, and external markets.

Website:

- Assisting in the maintenance of content on the City of Elliot Lake website.
- Improving lines of communication with the public through the City's website.

Department Support:

- Assist in other areas of the Economic Development Department in areas such as but not limited to; land development, investment readiness, business development, Age Friendly Elliot Lake and community development.
- Assist with funding applications, report writing and administrative support when necessary.
- Assisting the department with COVID-19 related projects including: supporting businesses in their re-opening efforts.
- Complete other duties as assigned.

Working Conditions:

- Typical office environment.
- Flexible schedule that may require some evenings and weekends.
- Occasional travel.
- Class G driver's license with acceptable history.