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**Posting # 1582**

**Title: Business Information and Marketing Officer**

**Section:** Investment and Business Development

**Division:** Economic Development

**Department:** Office of the Chief Administrative Officer

**Initial Reporting Location:** Tom Davies Square

**Job Status:** Limited position - Bilingual (English/French)

**Estimated Probable Duration:** Two (2) years (funded position)

**Number of Vacancies:** 1

**Affiliation:** Inside Unit

**Hours of Work:** 70 hours bi-weekly

**Shift Work Required:** No

**Range of Pay:** Group 9 - \$27.90 to \$33.01 per hour

**The start date will follow the selection process.**

This position is eligible to [work remotely](#) on a part-time basis.

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**Characteristic Duties:** Under the general supervision of the Business Development Officer - Entrepreneurship.

1. Develop, implement, and deliver innovative marketing campaigns to promote the Regional Business Centre's services, programs and collaborators.
2. Liaise with Economic Development staff, Communications staff, and other stakeholders to develop, update and distribute internal and external communications including, but not limited to, news releases, media advisories, and public service announcements.
3. Coordinate, execute and monitor the Regional Business Centre's presence on digital media platforms including but not limited to, websites, newsletters, and social media platforms such as Facebook, Twitter, LinkedIn, and Instagram.
4. Develop marketing content as well as coordinate the design and development of promotional material with outside agencies.
5. Provide reports on key performance indicators and analytics to ensure the success of marketing strategies, social media content and related campaigns.
6. Assist clients with business registrations.
7. Guide, advise, and counsel clients through start-up procedures, business planning, market research, regulations, and available resources.
8. Direct clients to appropriate private and public sector agencies and resources.
9. Assist clients in understanding and complying with municipal procedures and by-laws and facilitate liaison with other CGS departments as required.
10. Organize, promote, and deliver small business seminars and events as directed and assist at other CGS functions and special projects as required.
11. Responsible for the development, promotion and delivery of Small Business Week and the Bridges to Better Business Conference.
12. Represent the Regional Business Centre at community outreach initiatives such as tradeshow, meetings, events, and conferences.
13. Track and report internal statistics on activities, job creation, start-ups, expansions, and investments as well as input data as required by government agencies and stakeholders.
14. Assist in the preparation of reports for various stakeholders for the Regional Business Centre and the Business Development Section.
15. Develop and maintain a thorough working knowledge of CGS's Safety Manual and the applicable Provincial Legislation listed therein.
16. Perform other related duties as required.

## Qualifications:

- Successful completion of a Community College Diploma in a related discipline (e.g., Marketing, Communications, Public Relations, or Business Administration)
- Over one (1) year up to and including two and one-half (2½) years of related experience in marketing and communications.
- Demonstrate skills and ability related to the use of information technology including Windows based systems, word processing, database, spreadsheet applications, internet search engines and social media platforms.
- Demonstrate the ability to use design software.
- Demonstrate strong interpersonal and communications skills.
- Demonstrate organizational and analytical skills.
- Demonstrate the ability to provide excellent customer service.
- Demonstrate the ability to work in a team environment.
- Work outside regular office hours as required.
- Excellent use of English; verbally and in writing.
- Excellent French verbal skills and a working knowledge of written French is required.
- Satisfactory health, attendance, and former employment history.
- Must be physically capable and prepared to safely operate a vehicle, possess a valid driver's licence, have an acceptable driving record, and personal insurance coverage.

## How to Apply:

If you are viewing this job posting through a website other than the City of Greater Sudbury's, please visit [www.greatersudbury.ca/jobs](http://www.greatersudbury.ca/jobs) to apply online.

We must receive your resume **before 11:59 p.m. on Wednesday, January 3, 2024**. For those providing a French language resume, please also include an English version.

1. Click on the **Apply for Job** button.
2. Follow the step by step application process.
3. Ensure you attached a cover letter and resume. Acceptable file types are:
  - .doc
  - .docx
  - .txt
  - .pdf
  - .rtf
4. Once completed, review your application and click on the **Submit** button.
5. Upon submission of your application, you will get a confirmation on the screen that your application has been successfully submitted. You will also receive an e-mail confirmation to the e-mail address on your profile.

All applicants are thanked for their interest in this position. Only those selected for an interview will be contacted. If contacted, and you require a disability related accommodation in order to participate in the recruitment process you must advise the Hiring Manager.

## Live outside Canada or new to Canada?

The City of Greater Sudbury is dedicated to maintaining a fair, inclusive, and equitable work environment and our City welcomes qualified applicants from anywhere. To learn more about working in Canada, visit this webpage: [Applicants Living Outside of Canada \(greatersudbury.ca\)](http://Applicants Living Outside of Canada (greatersudbury.ca))

## Contact Us:

For technical difficulties, issues, questions or accommodations with an application made online email [myJOBS@greatersudbury.ca](mailto:myJOBS@greatersudbury.ca)