



Job Title: Regional Marketing Strategist (RMS)

Position Type: Full-Time

Location: Community Futures Yellowhead East Region

Reports To: Michelle Jones, Executive Director, Community Futures Yellowhead East

About the Role:

Are you passionate about driving economic development and enhancing regional investment opportunities? We're looking for a **Regional Investment Attraction Marketing Strategist (RMS)** to lead a game-changing 3-year Investment Attraction Marketing (IAM) strategy for the Community Futures Yellowhead East Region. In this pivotal role, you will collaborate with local stakeholders, municipal leaders, and small business owners to increase the region's investment readiness and position it as a prime investment destination.

You will spearhead initiatives that bridge regional gaps, engage key stakeholders, and drive marketing campaigns that showcase the unique potential of the Yellowhead East Region. If you're a strategic thinker with experience in regional marketing or economic development, we want to hear from you!

Key Responsibilities:

- **Strategic Leadership & Coordination:**
Lead the development and execution of a 3-year IAM strategy in collaboration with the IAM Committee. Coordinate activities and serve as the primary liaison for local stakeholders.
 - **Stakeholder Engagement & Capacity Building:**
Work with municipal leaders and small business owners to identify investment readiness gaps, provide tailored support, and facilitate workshops to build local capacity.
 - **Marketing Campaign Development & Execution:**
Develop and execute a comprehensive regional marketing campaign that highlights the investment potential of each municipality while promoting the region's collective strengths.
 - **Research & Analysis:**
Conduct market research to assess opportunities and challenges and use data to refine and adjust the IAM strategy as needed.
 - **Support & Advisory:**
Offer expert guidance to municipalities on economic development and investment attraction and create a toolkit to support local marketing efforts.
 - **Collaboration & Reporting:**
Work closely with the IAM Committee to track milestones and report on the success of marketing and investment attraction initiatives.
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Qualifications & Skills:

- **Education:** Bachelor's degree in marketing, Business Administration, Economic Development, or related field.
 - **Experience:** At least 3 years of experience in regional marketing, economic development, or investment attraction.
 - **Expertise:** Strong knowledge of economic development principles and regional marketing strategies.
 - **Communication Skills:** Exceptional written, verbal, and presentation skills to engage diverse audiences.
 - **Project Management:** Strong organizational skills, with the ability to manage multiple projects and meet deadlines.
 - **Analytical Skills:** Ability to assess market trends and develop strategic recommendations.
 - **Interpersonal Skills:** Proven experience building relationships and collaborating with local government and community stakeholders.
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Key Competencies:

- Strategic Thinking & Vision
 - Cross-functional Team Leadership
 - Stakeholder Engagement & Relationship Management
 - Marketing Campaign Development
 - Problem-Solving & Innovation
 - Resourcefulness & Adaptability
 - Results-Oriented & Impact-Driven
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Application Instructions:

To apply, please submit your resume, cover letter, and any relevant work samples/portfolio to mjones@albertacf.com. In your cover letter, tell us about your experience with economic development, and marketing and investment attraction, and explain why you are the ideal candidate for this exciting opportunity.

Why Join Us?

This is a rare and exciting opportunity to play a key role in shaping the economic future of the Community Futures Yellowhead East Region (CFYE). As the Regional Marketing Strategist, you'll have the chance to make a tangible impact, working with dedicated professionals and community leaders to drive lasting change and investment growth.

We look forward to seeing how you can contribute to the success of the CF Yellowhead East Region and help us elevate its global investment appeal!