MUNICIPALITY OF JASPER
JOB DESCRIPTION MANUAL

Title: Economic Recovery Coordinator

Classification: CUPE 24	Supervisor: Business Liaison
Department: JRCC	Work Hours: 7.5 hrs /day 37.5/ week

SUMMARY DESCRIPTION

The Municipality of Jasper is seeking an Economic Recovery Coordinator to support the implementation of the Commerce Continuity Initiative (CCI). The CCI is a post-wildfire economic recovery strategy that supports businesses displaced by the 2024 wildfires through three core streams. This role will focus on two of them: the Retail Pop-Up Village—a centralized cluster of temporary storefronts designed to maintain local visibility and foot traffic—and the Interim Industrial Park, which provides secure, serviced space for trades and service-based businesses to continue operating during their rebuild period.

This position is essential in ensuring that temporary infrastructure, stakeholder supports, and regulatory coordination all move forward effectively. Reporting to the Jasper Recovery Coordination Centre (JRCC), this full-time term role will coordinate between local businesses, government partners, and funders.

This position is fully funded through a combination of the Community Economic Development and Diversification grant from PrairiesCan and revenue generated through the initiative.

PRIMARY DUTIES

Business Coordination & Engagement
- Act as the main point of contact for affected businesses.
- Develop and maintain strong relationships with affected business owners.
- Assist businesses in navigating project participation.
- Assist businesses in accessing support services.
- Ensure businesses are kept informed regarding project timelines, milestones, and potential impacts.
- Identify, track, and resolve business concerns related to the project.
- Collect data and feedback from businesses participating in the Pop-Up Village and Interim Industrial Park.

Retail Pop-Up Village Activation
- Support in the efforts to establish the Pop-Up Village as a vibrate, functional space that encourages foot traffic.
- Ensure the Retail Pop-Up Village enhances visitor experience.
- Monitor the success of the Pop-Up village as a temporary commercial hub.
- Coordinate with participating retailers to ensure smooth onboarding, setup, and compliance with site regulations.
- Coordinate and work with the communications team to provide community engagement and local updates regarding the Pop-Up Village.
- Be able to provide real time support during operating hours and address vendor concerns.
- Support collaborative opportunities with local tourism.

Project Monitoring and Adaptation
- Develop and implement systems for collecting both quantitative and qualitative data related to customer traffic, business performance, and community engagement.
- Track and evaluate project success indicators and adjust strategies where needed.
- Design and distribute feedback tools to gather information from businesses and the community.
- Monitor key economic indicators such as visitor count.
- Analyze trends and identify areas of emerging opportunities.
- Collaborate with teams to interpret findings and develop additional strategies.
- Share insights with key stakeholders.

Funding and Reporting Management
- Review and understand the PrairiesCan funding agreement, conditions, and reporting obligations.
- Ensure accurate tracking and reporting to funders, including final deliverables and audit documentation.
- Work closely with the Finance Coordinator to maintain accurate expenditures against the project.
- Track budget allocations and maintain a record of expenditures.
- Work with the Finance Coordinator to submit quarterly (at minimum) claims to PrairiesCan.
- Submit project reports with every claim to PrairiesCan.

Regulatory and Compliance Support
- Assist businesses with Municipal and Parks Canada permitting and licensing processes.
- Be the key person to provide businesses with clarity on application procedures, timelines, and compliance obligations.
- Address businesses potential barriers to participation.
- Be a liaison between businesses and regulatory bodies.
- Develop and distribute clear guidance regarding Municipal and Parks Canada bylaws and regulations.

COMPETENCIES AND BEHAVIOURS
- Excellent organizational skills, with the ability to manage multiple projects.
- Confidence to assist and be a point of contact for Stakeholders.
- Committed to the Municipality of Jasper's Core Values – Professionalism, Empathy, Accountability, Respect, Communication, and Teamwork.
- Confident, personable, and approachable in nature.
- Demonstrates reliability and dependability.
- Strong problem-solving skills and the ability to develop and implement risk mitigation strategies.
- Excellent communication skills and proven ability to support complex projects with a high degree of accuracy, organization, and attention to detail.
- Highly self-motivated and able to work independently with minimal supervision, demonstrating strong initiative, time management, and follow-through.

KNOWLEDGE, EDUCATION, AND EXPERIENCE

Required:
- Post-secondary degree in economics, business administration, public policy, planning, or community development.
- 2–5 years of experience in economic development, small business support, community planning, or related fields such as public policy, entrepreneurship, tourism, or local government administration.
- Demonstrated experience engaging with stakeholders such as small businesses, tourism operators, and government agencies.
- Demonstrated ability to use data, analysis, and critical thinking to inform decision-making, assess impact, and support problem-solving across community, business, or public sector initiatives.

Assets:
- Familiarity with Jasper's local economy, governance, and strategic priorities.
- Experience in tourism-based or environmentally sensitive communities.
- Knowledge of municipal policy environments, including financial planning and licensing.
- Demonstrated commitment to equity, accessibility, and inclusive engagement strategies.

Approved: _____

Bill Given
Chief Administrative Officer
Municipality of Jasper

Date: **May 16, 2025** _____