



Job Profile

Manager of Economic Development

TITLE: MANAGER OF ECONOMIC DEVELOPMENT

DEPARTMENT: ECONOMIC DEVELOPMENT

DIVISION: PLANNING AND DEVELOPMENT

PURPOSE OF JOB:

The Manager of Economic Development will be responsible for developing and executing policies, plans and programs in support of the growth, development and resilience of Cobourg's local economy and business community. The overall objectives for this position are to attract new investment, retain and/or create local jobs, generate tax revenues, secure the Town's tax base to facilitate economic development while keeping on top of trends impacting sectors fundamental to Cobourg's economy.

The Manager will be a key member of the Venture 13 community and will represent the Town of Cobourg on matters relating to the delivery of Economic Development services.

REPORTS TO: DIRECTOR OF PLANNING AND DEVELOPMENT

MAIN RESPONSIBILITIES:

Core Economic Development Activities:

1. Plan, organize and direct the activities of the Economic Development Department including the establishment of procedures, and to recommend revisions to policies to improve the efficiency and effectiveness of economic development services under the direction of the Director of Planning and Development Services.
2. Oversee the collection of and edit new data, maintain current information and create reports and marketing materials for distribution, including:
 - a. Community Profile Information
 - b. Relocation Guide
 - c. Local Industrial directory and employment statistics
 - d. Inventory of available land and building
 - e. Business Directory
 - f. design, development and maintenance of departmental web site data to support economic development, tourism and
3. Play a leadership role as the Town's representative on Economic Development initiatives within the Venture 13 entity.
4. Analyze program results and submissions of periodic reports to CAO and Council, as required, including recommendations re: new and revised policies, procedures and work methods of the Economic Development Department.
5. Negotiate and coordinate the activity services of the Canada-Ontario Business Service Centre in consultation with Industry Canada.
6. Supervise the collection and maintenance of the comprehensive municipal database including, but not limited to, demographics, utility schedules, housing information, assessment data and labour market information.
7. Act as the primary Town representative before the Economic Development Advisory Committee.
8. Assist in the preparation of request for proposals for recruitment and selection of consultants including project management of special economic development initiatives.
9. Research and actively seek out funding and grant opportunities that will support and promote economic development initiatives.



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Business Community Outreach and Support:

1. Represent the Town of Cobourg within the local business community to provide support for relocation, entrepreneurial startups, investment, growth, expansion and business retention to support ongoing.
2. Maintains excellent public relations with the public and the business community.
3. Coordinate economic development related press releases under the guidance of the Director of Planning and Development and communications staff.
4. Communicate information on relevant funding opportunities to businesses.
5. Coordinate and participate in stakeholder meetings with relevant agencies on behalf of clients.
6. Meet with local industry leaders to address and deliver economic development initiatives.
7. Promote networking and educational seminars for local businesses through partnerships.
8. Partner in the delivery of entrepreneurial programming including seminars and outreach activities.
9. Supervise the design, development and maintenance of departmental web site data and appropriate linkages for Tourism, Economic Development and Business Advisory Centre.
10. Assist with implementing marketing strategies for tourism and economic development including:
 - a. Design and place advertisements in relevant publication
 - b. Determine and select appropriate trade shows
 - c. Supervise the development of promotional materials
11. Act on behalf of the Town of Cobourg as a spokesperson to potential investors, commercial interests, and broker/intermediaries concerning the Town's business development opportunities and local/relocation advantages.
12. Establish and maintain liaison with external private and public development groups including banks, federal and provincial government agencies.
13. Liaise with relevant professional organizations, elected representatives (municipal, provincial and federal) and outside consultants.
14. Provide resources and information to local groups and individuals including Chamber of Commerce, educational institutions, Downtown Business Improvement Area etc.
15. Work with Senior Leadership Team and communications staff to ensure timely release of business announcements and information.
16. Relating to matters of Economic Development, ensure the existing and growing business community (including real estate agents, developers and building property owners) receives accurate property information by liaising with other professional disciplines in the areas of Planning, Building, Engineering and Legal services.

Representation at Venture13:

1. The Manager of Economic Development will play a leading role in the Venture13 community representing the Town of Cobourg on economic development initiatives.
2. The Manager will lead the Economic Development Department as a partner with the Venture13 community to continue to advance the work of the Venture13 goals and initiatives as follows:
 - a. Coordinate and collaborate with the Venture13 Board of Partners to ensure aligned and coherent interactions with the business community.
 - b. Develop and maintain engagement opportunities in alignment with Venture13 corporate guidelines and strategic plan.
 - c. Contribute to the diversification of the Venture13 Innovation and Entrepreneurship Centre in line with its strategic objectives.
 - d. Develop a comprehensive partnership and program development plan in line with Venture13's Strategic Plan and regional strategies. This includes identification of main partners, strategic positioning of Venture13, as well as growing a pipeline of opportunities. Ensure plan reflects in-house capacity, typology of projects and the internal tools and knowledge resources.

3. The Economic Development Department will develop a work plan with the Venture13 community to align with the Strategic Plan of the Town of Cobourg and directives of the Mayor and CAO to identify new and innovative opportunities to ensure a stable yet growing business community.
 - a. Contribute to the identification, design, formulation and negotiation of new projects and programs and draft concept notes and project document briefs for discussion with partners.
 - b. Research events, publications, and announcements, to track and screen opportunities for possible Venture13 interventions and identify trends that will drive partnership opportunities.
 - c. Examine risks and opportunities presented by the strategic positioning of the Innovation Centre and propose appropriate responses to ensure sustainable growth.
 - d. Development of new programming and services that enhance financial, market, and/or business knowledge of entrepreneurs.
4. The Manager shall develop and provide ongoing monitoring, reporting and communication of tangible results of the Venture 3 partnership.
 - a. Monitor and evaluate entrepreneurial and economic development trends and needs to identify areas of collaboration within Venture13's mandate and existing capacity.
 - b. Provide advice and feedback to the Venture13 Board of Partners on the development of framework partnership agreements that can increase opportunities.
 - c. Development Key Performance Indicators for the partnership to monitor effectiveness, results and impacts that form the basis of ongoing reporting to the Senior Leadership Team, CAO, Mayor and Members of Council and stakeholders

Management and Leadership:

1. Assists the Director in managing the overall strategy of the Planning & Development Division
2. Provides day-to-day leadership to and supervision of the direct reports in the Economic Department
3. Proactively problem solve concerns using independent judgment, strategic thinking and innovative solutions at all times
4. As a key member of the Management Team, actively participates in Strategic Planning and the development and administration of Town policies and procedures
5. Attends and participates in Council meetings and additional meetings as required to present topics/material from the Economic Development Department to Council

Administrative and Human Resources:

1. Leads, directs, administers, and coordinates capital and operational activities of the Economic Development Department in accordance with the strategic direction, goals and objectives, and policies of the organization under the direction of the Director of Planning & Development.
2. Manages and supervises employees, including recruitment, development, performance management, and other human resource matters.
3. Anticipates future resource requirements based on demographics, growth, changing priorities, legislative changes, etc. considering all options and makes recommendations to the Director of Planning & Development regarding changes in service delivery, reallocation of resources, additional staff, contracted services etc.
4. Ensures processes are in place and customer service standards are being met when staff respond to residents, elected officials, community groups, etc.
5. Assists the Director in the collective and collaborative bargaining process and related operational matters based on the collective agreement and applicable legislation.
6. Maintains strong labour and public relations.
7. Assists the Director to ensure the health and safety of the Division including taking all reasonable care to ensure compliance with the Ontario Health and Safety Act and Regulations.

Budget, Financial and Legal:

1. Work with department staff to prepare and submit annual budget (Capital and Operating) for operation of the Economic Development Department.
2. Coordinate and negotiate the technical and financial requirements to close facilitate business opportunities within the Town.
3. Assist with the preparation of agreements and/or contractual documents required for implementation of business opportunities with the support of Staff from the Senior Leadership Team and legal advice.

SUPERVISION:

- Recruit and select full-time, part-time and contract personnel.
- Review and verify monthly activity reports including flex time hours, vacation schedules etc.

Direct: 3 Full-Time Employees

- Small Business Facilitator
- V13 Programs and Operations Coordinator
- V13 Programs and Operations Assistant (indirect to Coordinator)

Indirect: None.

EDUCATION & EXPERIENCE REQUIRED:

- Bachelor's degree with course study in economic development, urban planning, business or public administration, commerce, economics, finance or a related field.
- Knowledge of best practices in community economic development including business retention, expansion and attraction methods; marketing and promotional strategies; and research and analysis related to key local economic indicators.
- Certificate or Professional Designation in Economic Development recognized by the Economic Developers Association of Canada (EDAC) or equivalent or the commitment and ability to pursue certification.
- Five (5) years of professional experience in positions providing exposure to economic or business development and related activities or an equivalent combination of education and experience is required.
- The ability to think strategically, develop a clear vision, and the ability to lead, influence and manage people to develop and execute project plans.
- Sound knowledge of strategic planning methods tools, and best practices in community and stakeholder engagement.
- A sound understanding of global economic trends and influences.
- The ability to design and implement economic development programs which reflect an understanding of local government and its interface with the business community, senior government and other agencies.
- Experience working in municipal government environment is preferred.

TECHNICAL AND PROFESSIONAL SKILLS REQUIRED:

- Knowledge of relevant applicable legislation and regulations from all levels of government that impact local economic development initiatives, corporate by-laws, policies and procedures as they apply to the corporation, municipal government and department.
- Demonstrated and excellent organization, time management and project management skills.

- Knowledge and use of Customer Relationship Management (CRM) Software would be an asset.
- Ensure web-based platforms are up to date across all CRM, calendar, booking and payment systems.
- Strong political astuteness and the ability for insightful and sound decision-making.
- Skills and experience in, championing and facilitating change, and building confidence among peers, Town Council and the community.
- Proven strong leadership skills to create a constructive, results oriented work environment.
- Possess exceptional leadership skills, is a team player and builds effective relationships with municipal Council, staff, stakeholders and the public.
- Ability to work effectively in partnership with all levels of internal and external stakeholders and in a fast-paced, complex and ever-changing environment.
- Excellent computer skills with Microsoft Office applications video conferencing programs (e.g. 'Zoom' and 'Teams').
- Strong knowledge of Adobe Creative Suite or equivalent, and online marketing tools is an asset.
- Demonstrated commitment to personal and professional development by remaining current with new legislation, regulations, technology and organizational theory and practices relating to the Municipality, including on-going training to remain current within the discipline of economic development.
- Proven written/oral communication and conflict resolution skills with a strong customer service orientation to deal effectively and diplomatically with the public, staff, union executive, advisory committees, stakeholders, and public officials.
- Advanced skills required to negotiate, facilitate, influence, handle and resolve conflict.
- Works with a very high level of independence, prioritizing own work, identifying new initiatives/opportunities, improving divisional effectiveness.
- Ability to delegate authority and responsibilities suitable to the time, skills and potential of direct reports.
- Extremely well organized with the ability to effectively manage multiple initiatives and projects at one time.
- Ability to solve complex abstract problems requiring independent judgment, strategic thinking and innovative solutions.
- Certification in the following would be an asset:
 - Basic Emergency Management Course (BEM200)
 - Joint Health & Safety Committee Part 1 and 2
- Must have or complete within 3 months of hire and maintain certification throughout employment:
 - Standard First Aid & CPR
- Class G driver's license and access to a vehicle for work

WORKING CONDITIONS:

- Involves work in an office environment at the Venture13 Innovation and Entrepreneurship Centre.
- Regular hours of work Mon- Friday 8:30 am to 4:30 pm and attendance at Committee, Council and advisory committee meetings during evening hours (when required).
- Some travel required.
- Physical activities normally do not produce fatigue
- Sitting, standing, regular movement with choice
- Significant visual demands involving writing and reading reports, reviewing plans, and use of computer
- Ability to work evenings, weekends on short notice or as required
- Frequent and ongoing exposure to political pressures, daily interruptions and employee relations issues



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- Often working under pressure with heavy workload and deadlines.
- Requirement to deal with difficult employee relations issues and other emotional situations
- Carry an appropriate communications device to respond to corporate emergencies and departmental situations in a timely manner
- Required to interact with the business development community, consultants and members of the public, which can be at times, emotionally charged

A. Taylor Scott

Director Signature

March 10/22

Date

J. Vanden

CAO Approval Signature

March 10/22

Date

Original: March 2022

Revised: