



Manager, Economic Development

Position Code: 103

Pay Band: 13

Department: Planning, Building & Economic Development

Effective: February 2014

Division: Economic Development

Revised: June 2023, November 2020

Reports To: Director of Planning, Building & Economic Development

Status: Permanent Full-Time, Non-Union

Direct Reports: Economic Dev Coordinator, SBEC Supervisor

Indirect Reports: SB Digital Specialist/Event & Prog Advisor

Position Summary

Reporting to the Director of Planning, Building & Economic Development, the Manager, Economic Development is responsible for leading development and implementation of economic development strategy, programs and projects, ensuring that Collingwood is investment-ready, local and re-located businesses are supported and assisted to help grow the local and Regional economy, smart decisions and projects are made to support and grow the tourism sector, Collingwood's reputation for knowledge based, innovative, sustainable businesses and business ideas is strengthened and sustained and the Collingwood brand is promoted and marketed. The Manager makes recommendations and implements approved direction to guide the economic growth of the community, as well as leads and facilitates the Business Development Centre (BDC) and Small Business Enterprise Centre (SBEC) operations. The main duties and responsibilities of the position are in the areas of leading development and implementation of economic development strategy, ensuring Collingwood is investment-ready, workforce development, and division administration functions.

Duties and Responsibilities

1. **Lead Economic Development Strategy (40%):**
 - (a) Design and maintain a consultation program, engage and make recommendations, organize public engagements with business leaders, and solicit advice from economic development experts as required, to develop and implement key objectives and action plans to further Collingwood's economic development.

Position Description

Manager, Economic Development

- (b) Consolidate objectives and action plans into recommendations with supporting analysis to secure approval from Council. Establish targets, develop measurements, track, and analyze results, and provide progress reports.
- (c) Identify, develop, formalize, and maintain private and public partnerships critical to delivering approved economic development actions.
- (d) Foster trust with businesses, identify potential issues and elevate them to senior management for early risk mitigation. Identify growth sectors and ambassadors/spokespeople within the business community to help promote these sectors.
- (e) Identify projects to support economic development, work across departments to develop project charter, advance recommendations for approval, and manage implementation.
- (f) Seek out, apply for, and manage grants and sponsorships to help fund economic development initiatives.
- (g) Develop inter-governmental partnerships; lead preparation of applications for grants; monitor Federal, Provincial, and other agencies' policy changes with respect to economic development to update Council and Town staff.
- (h) Monitor market trends, conduct research, and collect competitive information to identify opportunities and key issues, preparing Staff Reports for consideration as needed.
- (i) Engage elected officials with the needs of the business community through the Economic Development Round table and other means such as organizing regular visits with companies and celebrate new openings and anniversaries.
- (j) Organize events to help further economic development and workforce development; secure speakers and venue, develop agenda, source sponsorships, promote and manage ticket sales.

2. Ensure Collingwood is Investment-Ready (30%):

- (a) Make it easy to do business with the Town by promoting the BDC as a first stop for businesses, providing advice, connections, funding information and land/space details.
- (b) Manage the BDC building and leases with tenants who help deliver these services (e.g., Collingwood Downtown Business Improvement Area (BIA), SBEC, Community Futures South Georgian Bay (CFSGB)).

Position Description

Manager, Economic Development

- (c) Develop partnerships with organizations that can assist with business growth (e.g., CFSGB, Canadian Federation of Independent Businesses, South Georgian Bay Tourism Association, Chamber of Commerce, Georgian College, etc.).
- (d) Make public presentations key business groups, investors, and other community groups.
- (e) Be a champion for Collingwood business and investment, acting as a first point of contact prior to land use planning applications as needed and participating in the preparation of policies that would impact the business community. Support the Planning and Building application process by acting as a concierge for businesses.
- (f) Respond to enquiries and provide status reports on current leads; share and coordinate with Planning and Building divisions.
- (g) Represent the Town at meetings with external stakeholders, partners, and organizations; raising awareness of the Town's economic development growth plans to encourage public and private sector investment.
- (h) Maintain a current inventory of available land and space. Identify, track and project demands, trends and issues related to the supply of available industrial and commercial supply and work interdepartmentally to identify ways of delivering the required supply in the appropriate configurations/locations.
- (i) Work with the Director to keep Council informed regarding diversification of the tax base because of commercial and industrial developments and identify value added propositions for the location and delivery of building space and land supply.
- (j) Act as a conduit for early warning for any potential disinvestment or job losses in the municipality.
- (k) Encourage business growth and job creation, by actively promoting the full range of support, information, and advice available to businesses in the municipality, whilst also raising the business-friendly profile of the Council amongst businesses, business organizations, developers, investors, partners, and stakeholders.

3. Workforce Development (20%):

- (a) Promote Collingwood as a great place to live and work by marketing the attractive lifestyle and relevant Town/third party events through strong

Position Description

Manager, Economic Development

social media presence, public relations efforts, collaboration with the tourism association and other regional partners.

- (b) Oversee and track tourism strategy to increase workforce attraction, visitor spending and economic impact, including work with BIA and other tourism partners regionally. Implement and administer a Municipal Accommodations Tax, as applicable.
- (c) Participate in regional task forces or roundtables. Maintain strong relationships with employers, educational institutions, and other regional partners to ensure key workforce services are available.
- (d) Connect employers with workforce service providers and educational institutions, and organize networking and educational events. Maintain strong connection with youth and young adults to ensure long term health of workforce.
- (e) Support and/or advance housing supply initiatives to address community and workforce accommodation needs.
- (f) Provide support for the Georgian Bay Accelerator or similar organization, as applicable, including monitoring of Town contributions and related benefits.

4. Division Administration Functions (10%):

- (a) Manage the coordination of work activities and provide operational guidance and direction to division staff.
- (b) Oversee the general management and staff of the SBEC, including marketing and data support as well as regional and provincial relationship building and collaboration regarding funding arrangements.
- (c) Assess staffing needs; make recommendations regarding complement amendments and organizational structure; maintain job documentation for division positions; participate in the recruitment processes; and make effective hiring recommendations.
- (d) Manage division staff, which involves conducting performance appraisals, coaching/mentoring, succession planning, training and development and the application of discipline. Monitor and approve work schedules for division staff while ensuring operational service levels are maintained.
- (e) Ensure employees work in a safe manner, utilize all required health and safety equipment and personal protective equipment, and follow all measures and practices in accordance with the OHSA, as well as division, department and corporate policies and procedures.

Position Description

Manager, Economic Development

- (f) Prepare and recommend annual budgets, long-range forecasts, and business plans for the division. Administer and monitor the approved budget and expenditures related to the division to ensure effective and efficient use of resources and provide expenditure updates/reports to the Director when required.
- (g) Approve purchase orders and/or submit to the Director for review and approval, when required.

Work in compliance with the Highway Traffic Act, Occupational Health and Safety Act, WHMIS, applicable legislation, regulations, statutes and departmental policies/procedures/practices and operational guidelines. Ensure that all necessary personal protective equipment (e.g., safety boots, hard hat, reflective vest, gloves, hearing protection, eye protection, etc.) are used and are maintained in good condition.

Perform other related duties, as assigned, that are in accordance with job responsibilities and/or necessary departmental or corporate objectives.

Knowledge, Skills and Experience

1. Degree/diploma in Economics, Business, Public Administration, or related discipline.
2. Certified Economic Developer (Ec.D.) designation is an asset.
3. Ten (10) years of professional experience in business development, community building, economic development and/or marketing. Broad-based business development experience working with small and large companies and organizations, across a range of leadership levels. Municipal experience is an asset.
4. Knowledge of structure and operation of municipal government principles, practices, procedures and legal requirements and its political environment. Proven political sensitivity and judgement, and familiar with methods and techniques for business and community involvement.
5. Experience developing win-win private-public partnerships, writing agreements, and ensuring ongoing relationship development, and well as demonstrated expertise in developing plans, securing approval, and ensuring their effective implementation through strong project management.
6. Proven leadership ability to motivate and bring stakeholders together including business, industry, all levels of government and community groups. Demonstrated success in leading cohesive and motivated teams to meet corporate goals, objectives, and initiatives.

Position Description

Manager, Economic Development

7. Excellent administrative, communication, interpersonal, organizational, time management, analytical, problem-solving, report writing, and public relations skills, together with the ability to use tact and discretion and to deal courteously and effectively with the public and fellow staff members.
8. Ability to multi-task, cope with interruptions and work under pressure to meet multiple deadlines, exercise discretion and good judgment particularly when handling highly confidential/sensitive information. Possess a high level of initiative and personal integrity.
9. Working knowledge of Windows and Microsoft Office applications, and office equipment. Strong grasp of social media platforms, promotional strategies, and analytics.
10. Valid Class "G" driver's license and reliable vehicle to utilize on corporate business. Ability and willingness to travel within the community as required.
11. Possess a current Criminal Record & Judicial Matters Check (Level 2) with results satisfactory to the employer, and a valid standard first aid & CPR/AED Level C certification (or willing to obtain).

Physical Demands and Working Conditions

Physical Effort: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical demands require no undue fatigue regarding sitting, standing and walking. Daily tasks may include operating a computer, meetings, training, concentrated attention to detail during report/release writing, analysis of various information and computer work. Individual must operate office equipment such as computers, copiers, faxes, scanners and adding machines (100%).

Normal hours of work are thirty-five (35) hours per week, usually Monday through Friday, shifts are seven (7) hours plus a one (1) hour unpaid meal break. Flexibility in scheduling is necessary as there are regular requirements to attend to functions outside of normal work hours, change shifts to work evenings or weekends to accommodate high volume periods or for after-hours customer service initiatives, or to work overtime as needed.

Physical Environment: Work is conducted in a standard office environment. (90%) Work involves travelling to other Municipal buildings or off-site, business-related locations, meetings and training held in meeting rooms or conference rooms (10%). This position

Position Description

Manager, Economic Development

may be considered suitable for a hybrid work arrangement in accordance with Employer policy.

Sensory Attention: Visual concentration and repetitive keyboarding tasks. Ability to coordinate hands and eyes rapidly and accurately when using equipment. Periods of continual visual concentration and must be able to distinguish numbers and characters on an electronic screen. Vision abilities required include close vision and ability to adjust focus. (70%) Requires the ability to prepare and read a variety of reports, letters/correspondence, budgets, etc. The ability to communicate effectively including explaining processes instructions and speaking before groups of people. (30%)

Stress: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress. (50%) Limited mental stress, in normal situations with limited pressure where the seriousness of the outcome is limited. (35%) Occasional exposure to dissatisfied members of the public. (15%)

Contacts and Dimensions

Direct Reports: 2

Indirect Reports: 1

Total Employees Serviced: 3

Other Working Relationships: Position communicates regularly with staff, various government agencies, elected officials, builders, solicitors, consultants, real estate agents, land developers, investors, architects, engineers, community or special interest groups, business leaders and the public.

Budget: \$500,000

Salary Budget: \$

Review and Signatures

Employee Name: _____

Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____

Manager/HR Signature: _____ Date: _____