

ESQUIMALT POSITION DESCRIPTION

EFFECTIVE DATE: JUNE 2022

Pos. No. [to be assigned]:

Approved by: Chief Administrative Officer

Position Title:	Economic Development Manager
Department/Division/Section:	Corporate Services

POSITION FUNCTION

Reporting to the Chief Administrative Officer (CAO), the Economic Development Manager is responsible for leading and delivering on the implementation of economic development plans, strategies, and initiatives to facilitate a resilient and diverse economic environment that supports the Township's vision to be a vibrant, distinct, and diverse community for people to discover and belong.

KEY DUTIES

Economic Development Strategy and Planning

Leads the creation and implementation of the economic development strategy and long-range plans for a unified economic development program.

Develops and delivers various programs to support economic development activities within established program delivery budgets.

Establishes and maintains relationships with community and regional economic development stakeholders to develop, communicate, and capitalize on economic development opportunities.

Provides advice and guidance to CAO, senior management, and Council on a variety of economic and business development related issues and works across the organization to ensure connectivity and focus on matters impacting local business in the Township.

Builds relationships with existing businesses as well as prospective investors and entrepreneurs to facilitate economic growth and diversification.

Maintains an awareness of current economic issues and opportunities important to the development of the Township's role in the regional economy.

Conducts economic research and analysis to support the development of marketing and communication materials.

Provides economic and business development information to existing businesses, business development proponents, government, and other private and public sector stakeholders.

Provides assistance to prospective investors interested in locating, establishing, or expanding business and industrial opportunities, with the goal to expand the commercial, service, and industrial tax base in the municipality.

Prepares and disseminates information regarding the availability of land, buildings, and opportunities available for the attraction and retention of business and industry.

Leads the development of strategic plans by researching facilitating, coordinating, implementing, and evaluating major policy and program initiatives which align with long-term economic development strategies.

Monitors and examines market conditions and emerging trends which may impact existing and potential economic development and recommends appropriate action(s).

Evaluates and reports on the impact of changes to government legislation (all tiers), policy, and

programs. Revises strategies, programs, and initiatives accordingly.

Programs / Initiatives and Implementation

Leads a range of programs, services, initiatives, and activities including (but not limited to): business outreach, local economic development, business improvement area (BIA) management, community marketing, tourism and small business support services, project facilitation, and special projects.

Acts as a primary contact and expeditor for business retention and attraction.

Makes presentations to the public, community stakeholders, staff, and Council as required.

Prepares staff reports to Council, business cases, terms of reference documents for tender, requests for proposals, and other documents as required.

Collects information, analyzes data, and creates policy regarding land development patterns supportive of economic development.

Makes recommendations to staff on land use and zoning policies affecting economic development and attraction.

Initiates and champions special projects for sector-specific development, based on current environment, often in partnership with external organizations.

Manages all aspects of the development and implementation of economic and business development initiatives.

Defines project scope, goals, success criteria, and deliverables that support economic development goals in collaboration with project team and key internal / external stakeholders.

Communicates project expectations to team members and stakeholders, liaising on an ongoing basis to manage expectations.

Manages project life cycle activities (e.g., costs, schedules, resources, risks, and issues) and tracks project milestones and deliverables.

Reports on the activities of the economic development function including the actual impact of various programs implemented.

INDEPENDENCE

Work is generated through annual objectives, work plans, Council's Strategic Plan, and in response to the direction of the CAO.

Issues such as work plans, budget, reports, and policies are reviewed and discussed with the CAO.

Liaises with other departments and outside agencies regarding economic development initiatives as required.

Performs work with limited direction, establishes and maintains effective working relationships with municipal Council and staff, and meets and serves the public on behalf of the Township.

WORKING CONDITIONS

Physical Effort:

Normal.

Mental Effort:

Short periods of intense concentration while preparing and presenting reports and recommendations to Council, committees, and the public (often).

Visual/Auditory Effort:

Focus on a variety of source data and computer screen for long periods (frequent).

Work Environment:

Office; work environment may also include a variety of offsite venues and meeting spaces.

Required to work irregular hours (occasional)

KNOWLEDGE, KEY SKILLS, AND ABILITIES

Promote, incorporate and role model the Township's core values into all program activities:

Accountability – we are transparent and take responsibility for our policies, our decisions and our actions.

Integrity – we practice high standards of ethical behaviour and open communication that inspires trust.

Respect – we value people and treat everyone with dignity and fairness.

Service Excellence – we strive to meet community needs and achieve high-quality results through teamwork, partnerships, innovation and creativity.

Passion – we approach our work with conviction and enthusiasm.

Knowledge of local government legislation, applicable provincial legislation, and local bylaws governing economic development.

Strong understanding of research techniques, exceptional analytical skills, and ability to access and interpret information and statistics.

Ability to undertake detailed policy analysis to ascertain potential costs and benefits to various policy related to economic development goals and objectives.

Ability to use political acumen and exercise sound judgment in dealing with ramifications of decisions keeping the organizational goals of the Township as the paramount concern.

Ability to quickly assess and confirm complex situations through effective listening, consultation, data analysis, and critical thinking skills.

Ability to collaborate with and lead inter-disciplinary teams to meet business challenges and create opportunities.

Superior interpersonal, written, and verbal communication skills including public speaking, negotiating, mediation, report writing, and presentation skills.

Ability to present to Council and represent the municipality at meetings, workshops, and open houses to various audiences.

Ability to work effectively, cooperatively, and respectfully with staff, Council, business members, and community members.

Strong organizational, administrative, and computer abilities.

Ability to maintain confidentiality of matters as required.

QUALIFICATIONS**Formal Education, Training, and Occupational/Professional Certification:**

Post-secondary degree in Business Administration, Economic Development, Marketing, Urban and Regional Planning, Public Administration, or other related discipline.

Certified Economic Developer (i.e., Ec.D or CEcD) from the Economic Developers Association of Canada or the International Economic Development Council, or equivalent, is preferred.

Experience:

Minimum 5 years of progressive experience with demonstrated background in economic/business development, public relations, and marketing.

Experience with the coordination and implementation of long-range economic/business development activities and managing projects with a wide range of scope and complexity.

Or:

An equivalent combination of education and experience.

OTHER

Required to work irregular hours including evenings and weekends.

Length of time to become familiar with job duties and responsibilities: 1 year.