



## **JOB DESCRIPTION**

The City of Orillia has an opening for a full-time position of Manager of Economic Development in the Business Development, Culture and Tourism Department.

## **DUTIES**

- Oversees all aspects of the Business Development Division and is responsible for creating strategies to market and attract new businesses and industries to locate in Orillia, while also retaining and expanding existing businesses.
- Leads the development and execution of a business development strategy focused on creating diverse and sustainable employment investment opportunities in Orillia.
- Develops and administers the Business Development Division annual operating and capital budgets.
- Manages implementation of the Community Improvement Plan (CIP), and the administration of the CIP and work directly with community partners to lead, manage and provide recommendations to the Director, CAO and Council on the Orillia and Area Innovation Hub.
- Responsible for business attraction, retention, expansion and investment in the downtown and waterfront areas. Supervise all business development programs and staff, including business retention and expansion efforts, industrial development, marketing and investment attraction initiatives.
- Conducts research, updates and maintains the department's database to be used in the municipal economic profile. Provide information on economic and demographic data, City policies, by-laws, regulations, restrictions, fees, trends, business impediments/concerns and opportunities.
- Assists and provides input regarding the production of promotional materials, including social media, to market Orillia for commercial, industrial, downtown and waterfront development; writes reports, presentations, and articles for newsletters, website material, social media, emails and other pertinent documents.
- Represents the City in meetings, conferences and events. Act as liaison between local businesses, Council and other municipal departments on matters that effect business development. Identify opportunities, solve problems, gather data and maintain positive relationships with City departments and Council. Participate, organize and attend trade shows, conferences, seminars and workshops.

## **QUALIFICATIONS**

- University Degree or three-year community college diploma in business, marketing, economic development, urban planning/geography or related discipline.
- Minimum five years' experience in economic development in the public sector or related field.
- Economic Development Certification (Ec.D.) or working towards certification would be preferred.
- Membership in the Economic Developers Council of Ontario (EDCO) and the Economic Developers Association of Canada (EDAC) is required.
- Detail oriented and organized, ready to balance detailed work on contracts and development projects with big picture thinking and communications about the downtown/waterfront opportunities in Orillia.



- Excellent project management, organizational, communication, interpersonal and management skills.
- Excellent public relations skills with proven ability to build effective working relationships with all stakeholders including business and government officials, community leaders, members of the public and staff.
- Excellent computer skills using MS Office Suite including Outlook, Excel, Word, and PowerPoint. Experience using web content management software and social media in a professional context, including Facebook, Twitter and Hootsuite. Experience using CRM software is an asset.
- Must possess a valid class 'G' Ontario driver's licence and access to a reliable vehicle.
- A current and acceptable Criminal Record Check is required for this position at the incumbent's expense, prior to the commencement date.

Compensation for this position is \$82,947 to \$114,169 pursuant to the salary schedule for Exempt employees for a 35 hour work week, plus a comprehensive benefits package. Interested applicants are invited to submit their application by September 21<sup>st</sup>, 2022 at noon.

**Applications will only be accepted by applying online. Please visit <https://careers.orillia.ca/>**

We thank all applicants that apply and advise that only those to be interviewed will be contacted. The City of Orillia is committed to an inclusive, barrier-free environment. Accommodation will be provided in all steps of the hiring process. Please advise the City of Orillia Human Resources Department if you require any accommodations to ensure you can participate fully and equally during the recruitment and selection process. In accordance with the *Municipal Freedom of Information and Protection and Privacy Act*, personal information is collected under the authority of the *Municipal Act 2001*, S.O. 2001, c. 25, and will be used for the purpose of candidate selection. Questions about this collection should be directed to the Freedom of Information Coordinator, 50 Andrew St. S., Suite 300, Orillia ON L3V 7T5 or call 705-325-1311.