

City of Thorold

Manager of Economic Development

(Non-Union)

Department Administration	Reports toChief Administrative Officer
Pay Grid Level 8	Hours of Work35 hours week
Position Family Management	LocationCity Hall

Job Summary

Under the general direction of the Chief Administrative Officer, this role is responsible for developing, implementing, monitoring and reporting on strategic economic initiatives that are aligned with long-range economic development; business development and expedited services, trade and investment and / or strategic economic initiatives. Promote tourism initiatives for the City and engage in government relations. Undertakes activities and fosters partnerships that support the development of Thorold as location of choice for investment/ trade, enterprise and growth.

Qualifications

	Minimum Requirements
Education	<ul style="list-style-type: none"> • Post-secondary degree in Business Administration, Economic Development, Marketing or equivalent field of study. • An equivalent combination of education and experience may be considered
Experience	<p>Minimum of five (5) years of progressive experience in the following areas:</p> <ul style="list-style-type: none"> • Coordination and implementation of long range economic / business development and tourism activities; • Branding, and marketing; • Facilitating partnerships among business, academic and government / agency stakeholders that develop and support innovation networks and hubs; • Managing projects with a wide range of scope and complexity

Qualifications, Certifications or Designations	<p>Demonstrated knowledge of:</p> <ul style="list-style-type: none"> • Principles and practices of community planning, land use / growth management concepts, infrastructure improvement planning and capital facilities budgeting; • Federal / Provincial legislation, policy and programs related to business development, investment / trade, enterprise, innovation and growth; • Municipal government organization and functions <p>Demonstrated ability in:</p> <ul style="list-style-type: none"> • Critical Evaluation • Relationship Management • Global and Cultural Effectiveness • Strategic agility • Political acumen • Partnering • Influence / negotiating <p>One of the following (or equivalent) is ideal:</p> <ul style="list-style-type: none"> • Certified Economic Developer (Ec.D.) from the Economic Developers Association of Canada (EDAC) • Certified Economic Developer (CEcD) from the International Economic Development Council.
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Supervision

# of Reports	5 Seasonal Tourism Staff
Titles of Direct/ Indirect Reports	Indirect: Seasonal Tourism Staff

Duties & Responsibilities

Economic Development – Strategy and Planning

Participates in business planning, strategic planning, research initiatives and performance management for specific initiatives in support of economic development.

- Participates in the development of economic development strategies, objectives and long-range plans for a unified economic development attraction program
- Assist in 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 recommend appropriate action(s).

- Evaluates and reports on the impact of government (all tiers) legislative, policy and program changes. Revises strategies, programs and initiatives accordingly.

Economic Development – Programs / Initiatives and Implementation

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

- Act as a primary contact and expeditor for business attraction.
- Research and target recruitment prospects – generates and manages a portfolio of direct corporate business leads and prospects and maintains record of lead/ generation activities.
- Develop customer reports for potential new or expanding businesses that show what Thorold/Niagara has to offer.
- Collect and provide information necessary to satisfy each prospect's request for facts and information in the form of standard marketing materials and / or customer reports.
- Solicit development proposals from private development companies, businesses and industrial organizations and analyzes the feasibility of these projects.
- Provide service to the development community regarding expedited services to include overseeing the permitting process for the designation of economic development projects.
- Coordinate domestic and international trade / sales missions to promote the region and develop investment / export opportunities.
- Evaluate programs which would couple the immediately available resources of the area with potential business and industrial development.
- Assist private enterprise and community agencies to resolve community needs that have a direct bearing on economic development attraction.
- Negotiate and / or assist with negotiating economic development contracts with private developers, businesses and industry.
- Prepare Council reports, business cases, terms of reference documents for tender, requests for proposals and other documents as required.
- Interact on a regular basis with Regional / Municipal departments concerning land use amendments and infrastructure plans.
- Submit funding applications to high levels of government
- Collaboration for the purposes of information collection, data analysis and policy formulation regarding land development patterns supportive of economic development.
- Make recommendations to Senior staff on land use and zoning policies affecting economic development and attraction.
- Coordinates and attends recruitment events, trade shows and familiarization tours as Thorold representative, marketing and prospecting business opportunities.
- Make presentations before citizens' and advisory groups / committees.
- Promote initiatives in the City, including operation of Tourism centre at Lock 7, identify opportunities for tourism development

Internal / External Relations

- Participates in the development and implementation of region-wide strategies, structures, systems and policies as a member of the Economic Development Team(s), Regional, Local Area Municipalities, Provincial and Federal Ministries.

JOB DESCRIPTION

- Develops and manages relationships with internal and external stakeholders, ensuring divisional strategies are managed and economic development performance expectations are fulfilled
- Collaborates and partners with local area counties and municipalities, industry stakeholders, (e.g. Chambers of Commerce, Industrial Associations and Homebuilder Associations), academic institutions (e.g. Brock University, Niagara College and Niagara District School Boards) and Provincial / Federal governments to develop and support joint economic development action plans and initiatives.
- Positions the City within the larger political arena as a strong player, earning credibility and recognition as an influential advocate on the organization's behalf.
- Encourages cooperation between private enterprise and public agencies to increase their workforce training and placement programs for generation of jobs.
- Participates in several external and industry committees representing the needs of the City and advancing common goals and objectives.
- Act as an ambassador for the municipality

Projects

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, managing project life cycle activities.

- 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.
- Plans and schedules project timelines and milestones using appropriate tools.
- Tracks project milestones and deliverables.
- Determines the frequency and content of status reports from the project team, analyzing results and troubleshooting problem areas
- Reports project status, including project KPIs to stakeholders.
- Monitors and tracks project costs, schedules, resources, risks, issues and performance to ensure the optimal success.

Additional Information

General

Work safely in accordance with the Occupational Health and Safety Act and related regulations.

Perform other related duties and responsibilities as assigned or required

Working Conditions

- Typical office environment

JOB DESCRIPTION

- Exposure to outside environment and background noise
- Able to work with minimal supervision
- Mental and visual concentration with frequent interruptions
- Must be able to deal effectively with the public, department heads, Mayor and members of Council
- Attendance at Council meetings as required
- May be required to attend evening meetings

Approvals

	Name	Signature	Date
Chief Administrative Officer	Manoj Dilwaria	<i>Manoj Dilwaria</i>	May 27, 2024

IMPORTANT NOTE

The statement above reflects the principal functions and duties as required for proper evaluation of the job. Other related duties can only be considered part of the job if they directly relate to the primary function contained herein.

Created: May 2019, Updated: May 2024

	Name	Signature	Date
Incumbent			