



JOB TITLE:	GENERAL MANAGER, ECONOMIC DEVELOPMENT
DEPARTMENT:	Planning and Development
REPORTS TO:	Director, Planning and Development
EMPLOYEE GROUP:	Non-Union
SALARY GRADE:	
DATE UPDATED:	June 24, 2024

Position Summary

The General Manager, Economic Development, will be responsible for leading a team to implement the County’s economic development program. This position will be responsible for developing, implementing, directing, monitoring, and reporting on strategic economic initiatives/programs within the County while working collaboratively with the 8 local townships and the City of Peterborough to move economic opportunities forward.

Main Responsibilities

Program and policy design and delivery

- Develop and implement the County’s economic development strategy, plans and programs for the long-term plan for regional development initiatives
- Develop and implement the departments’ structure while supporting a team environment
- Participates in the development and implementation of region-wide strategies, structures, policies, along with Township’s, Provincial and Federal Ministries.
- Work with Townships and community stakeholders in identifying immediate and long-term economic demands and understanding of economic development research demands of the community
- Annual business plan aligned with strategic objectives with measurable outcomes and metrics
- Congruence and alignment of department strategy with County strategic priorities, Council direction, and Master Plan
- Initiate and champion 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
- Collaborate with the Communications Department regarding the implementation and management of all branding and marketing initiatives.



- Focus on business attraction, retention, and expansion, with efforts geared towards facilitating job creation and economic diversification
- Facilitate public consultation, liaison and community outreach; Conduct statistical analysis, long-range planning and economic studies
- Provide advice and input to public agencies, stakeholders, community associations, the public including working with the General Manager of Tourism and Communications
- Collaborate with the Planning Department to determine required Planning approvals for various employment-based development proposals/leads
- Provide advice and input to public agencies, business improvement area boards and their membership, community/neighbourhood associations, the general public and internal service units of the Corporation with regard to the key responsibilities of the economic development portfolio.
- Coordinate public meetings; meet with development proponents and advisors of other agencies.
- Other related duties as required.

Networking and Relationship Management

- Form partnerships and alliances with existing and potential partners to expand the economic base of the County
- Create networks with business and community leaders, potential investors, other levels of municipal government, and non-governmental agencies
- Develops and fosters relationships with Townships and other key stakeholders and ensures opportunities for synergies are maximized and duplication of common effort avoided

Financial stewardship to the County

- Establish annual operating and capital budget in alignment with the Strategic Plan and corporate priorities
- Seeks funding initiatives through partnerships, grant writing and provincial/federal funding opportunities

Models the actions, behaviours, and expectations aligned with the County's values and culture

- Develops and maintains effective communication strategies
- Open and transparent dialogue that identifies solutions proactively and solicits feedback
- Embrace and manage change



- Promote and celebrate a culture of inclusivity and diversity
- Establish a culture that prioritizes health and safety, including physical and psychological
- Must have the ability to solve problems and meet deadlines under pressure
- Experience with research, data collection, and analysis

Position Requirements

- Post secondary education in economics, business administration, marketing, commerce, or relevant program;
- Minimum five (5) years experience in a management or supervisory role
- Minimum five (5) years of progressive experience in economic development,
- Certified Economic Developer (Ec.D) required
- Experience with Marketing, Branding, CIPs and municipal government is an asset
- Must be proficient in Microsoft suite, and graphic software including GIS is an asset
- Communication skills and customer services is essential in the role
- Valid Ontario Class G Driver's License

Competencies

The County has established core competencies that all employees are expected to demonstrate. The General Manager of Economic Development is also expected to demonstrate Leadership competencies at the "Leader" level. See attached.

In addition to the Counties corporate competencies, the position is expected to also demonstrate the following:

- Knowledge of inter-governmental funding opportunities and initiatives, relevant legislation and familiar with a wide range of activities including policy development and implementation
- Knowledge and understanding of local government, rural issues and affairs, provincial legislation affecting agriculture and rural issues and affairs
- Facilitation, negotiation, public relations and presentation skills to advance priorities and balance objectives in a political environment, encourage dialogue and collaboration in problem-solving, present issues and reports to Council and committees, and represent the department on various committees.



- Computer skills with working knowledge of Microsoft Office software and electronic patient documentation software; demonstrated ability to learn, adapt and apply new software applications in a changing work environment.

Other

- Works in a typical office environment with some travel outside the office;
- Requirement to work varied hours to meet the operational demands of the position;
- Will be required to attend special events/meetings which could be in the evening and/or on weekends.