

## **Director of Economic Growth – Advantage St. John's St. John's, NL**

Are you ready to lead initiatives that will transform the St. John's region into a premier destination for business, investment, and talent? Advantage St. John's is seeking an experienced and innovative Director of Economic Growth to drive economic development activities that will attract new industries, build strategic partnerships, and foster business retention in the capital region. This is an exciting opportunity for a strategic leader to help shape the future of the region by delivering on the promises of Advantage St. John's and advancing its economic growth strategy.

### **The Organization**

Advantage St. John's is a newly established economic development agency serving the City of St. John's, Town of Conception Bay South, and Town of Paradise. Our mission is to drive economic growth by attracting investment, talent, and businesses to Newfoundland and Labrador's capital region. We are committed to fostering transparency, collaboration, and innovation across multiple sectors including oceans, energy, and technology to position the St. John's region as a key player in the global economy.

### **The Role**

Reporting to the Chief Executive Officer, the Director of Economic Growth will be a key leader in a small, dynamic team, driving the strategic initiatives that position the St. John's region as a prime destination for business, investment, and talent. Collaborating with the CEO, the Director of Corporate Services, and in partnership with the Board of Directors, this leader will develop and implement strategies to attract new industries, grow existing businesses, and retain talent by leveraging the region's unique advantages. They will analyze economic trends, assess market competitors, build a comprehensive regional data strategy, and prepare annual growth plans and budgets to ensure long-term success.

With a strong background in economic development and expertise in relationship building and business attraction, the Director leads a team focused on investment readiness, immigration programming, and business development. They will provide leadership to the organization's marketing and communications team, working with them to establish strategic marketing plans that will support the mission. They work closely with industry partners, government entities, and local stakeholders to promote St. John's region as a thriving economic hub. The Director will also be responsible for organizing a calendar of engagements and events to showcase the region's assets and drive business opportunities.

Key areas of oversight and responsibility are:

**Economic Development Leadership:** Lead initiatives to attract new industries, investment, and talent to the region, ensuring that Advantage St. John's delivers on its mission of economic growth.

**Organizational Leadership and Management:** Provide leadership to the organization's economic development and marketing and communications teams, ensuring alignment with the mission of Advantage St. John's.

**Business Attraction and Retention:** Develop and implement strategies to engage with businesses and stakeholders, promoting the region as a destination for business growth and retention.

**Talent Attraction:** Oversee programs that attract and retain talent, with a focus on addressing the unique opportunities in the region.

**Strategic Partnerships:** Build strong relationships with government entities, regional partners, and key constituents to create a cohesive economic development strategy.

**Data-Driven Decision Making:** Utilize data and metrics to inform business attraction strategies and ensure the region is well-positioned in competitive bids for investment.

### **The Ideal Candidate**

As the ideal candidate, you are an experienced business development leader who can build systems that align with strategic vision. You are an entrepreneurial leader who thinks outside of the box, with exceptional leadership, communication, interpersonal, and organizational skills. An engaging leader capable of building trust with constituents, you are invested in the success of the region and each of its municipalities, along with the Advantage St. John's organization. You are outgoing, some might even call you gregarious, and you are energized by meeting new people and establishing rapport. You have demonstrated success in leading continuous improvement, building policies and procedures, and making sound decisions.

### **Qualifications and Experience**

*While the Search Committee recognizes that no one candidate is likely to meet all qualifications in equal measure, those listed below are desirable and will be used to compare candidates.*

- You have at least 7 years of experience in business development, economic development, or a related field, with a proven track record of success in attracting and retaining business investment.
- You possess strong interpersonal and communication skills, allowing you to engage effectively with a broad range of people and sell the region's potential to investors.
- You are strategic and results-oriented, with the ability to navigate complex economic landscapes and drive initiatives that generate meaningful results.
- You thrive in a fast-paced, dynamic environment and are adept at managing multiple priorities and deadlines.

- You have experience in leading and developing teams and are committed to fostering collaboration and a positive workplace culture.
- Excellent problem-solving skills and the ability to manage multiple priorities and deadlines.
- A healthy ambition to excel and a competitive spirit, coupled with the ability to be persuasive and motivate people to work together.
- Exceptional relational skills, able to quickly build trusting relationships.
- A curious spirit with integrity, creativity, and sound judgment.
- A “pitch in” kind of leader who supports and empowers their team.
- As an ambassador for the region, this role will include travel to national and international conferences and business meetings several times per year.

### **Why You'll Love It Here**

**Collaborative Culture:** Work in a supportive environment where teamwork and transparency are key values.

**Impactful Work:** Play a critical role in building a foundation for long-term economic success in the St. John's region by ensuring the responsible management of resources.

**Professional Growth:** Join an organization that values continuous learning and development, with opportunities to attend national conferences and trade shows to stay on the cutting edge of your field.

*Advantage St. John's is committed to employment equity and diversity and encourages applications from all qualified candidates, including women; people of any sexual orientation, gender identity, or gender expression; Indigenous peoples; visible minorities/racialized people; and people with disabilities.*

*We will provide support and accommodations to applicants with disabilities, upon request. If you need accommodation in order to participate as a candidate in the recruitment process, please contact [accommodate@kbrs.ca](mailto:accommodate@kbrs.ca) or communicate your needs to the recruitment professional named in the job description.*

If you are interested in this opportunity, contact Michelle Doyle at [mduoye@kbrs.ca](mailto:mduoye@kbrs.ca) or Dr. Jennie Massey at [jmassey@kbrs.ca](mailto:jmassey@kbrs.ca) or submit your full application package online at: <https://www.kbrs.ca/Career/18401>