



Manager of Business Development

Permanent Full-Time

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Posting Number: PN-25-15

Job Type: Permanent Full-time, Non-Union

Salary Range: \$107,652.66 to \$144,287.69 per year

Location: Barrie, ON - Hybrid (see below for more details)

Posted: Tuesday, May 6, 2025

Application Deadline: Tuesday, May 20, 2025 at 11:59 pm

The Opportunity

The Economic and Creative Development Department is part of the Infrastructure and Growth Management Division. This department is responsible for the attraction and facilitation of new business investment, and helping employers access the business opportunities of the area. They encourage and promote the creation of new Barrie-based enterprises, including start-ups and small business services. They also support the retention, growth, and expansion of the City's existing businesses. This includes bringing stakeholders together on strategic programs.

Under the general guidance and direction of the Director of Economic & Creative Development, the Manager of Business Development will be responsible for delivering service excellence and implementing the vision, strategy, and initiatives in support of the goals of the department.

This role manages day-to-day operations focusing on the core economic development functions of investment servicing, investment attraction, business retention and expansion, and strategic sector and talent development. The Manager of Business Development will lead a team of economic developers in delivering a robust economic and tourism development program. The Manager of Business Development will implement strategies and marketing initiatives to encourage growth of the municipality's economic base by responding to the economic needs of local industry, overseeing the completion of research, development of marketing/promotion materials, and overall developing and recommending business development policies and initiatives to build on the City's position as a premiere investment destination.

Our Culture and Qualifications of the Job

Corporate Culture: Your workplace values align with our corporate values of ***Strive, Share and Care*** and you want to join us in providing exceptional services and programs to build a prosperous, growing and sustainable community.

Equally important to what we do is *how* we do it - your actions reflect our core accountabilities of ***Personal Awareness, Teamwork and Collaboration, Respect and Inclusion, Innovation, and Service Excellence***, which define how we work together to succeed.

Education (degree/diploma/certifications)

- Four (4) year University Degree in Business, Public Administration, Economics, Marketing, Communications, or a related discipline

Don't meet the credentials as outlined but have years of directly related experience? Please see the City's **Education Equivalency Policy** to determine if you may qualify for equivalency. Further information is available at www.barrie.ca/government-news/jobs

- Position Equivalency Code: F

Experience

- Seven (7) years of experience performing duties related to the major responsibilities of the position, including:
 - Four (4) years of demonstrated supervisory/management experience
 - Demonstrated experience delivering the fundamentals of an economic development program, including investment attraction, investment servicing, business retention and expansion, and talent attraction in a municipal or related work environment

Knowledge/Skill/Ability

- General knowledge of the Municipal Act and the Planning Act
- Working knowledge of the following:
 - Corporate policies and by-laws (i.e. land sale policy, purchasing policy, Code of Conduct, Health & Safety)
 - Municipal affairs, business principles, real estate as well as geographic and socio-economic characteristics of the City of Barrie
 - Invest Barrie Goals, Objectives and Action Plan
 - Urban design guidelines
 - Official Plan and Zoning By-law
 - Business Licensing
 - Project Management
- Thorough knowledge of economic development practices and principles; management principles; labour relations principles; collective agreement administration; and contemporary management practices
- Demonstrated ability to:
 - lead a business development team in a management capacity to deliver a suite of economic development programs and practices to achieve employment and non-residential tax base growth
 - understand real estate principals, business finance/economics and local government decision making processes and overall municipal policies and practices
 - think and act strategically in a political and community/business service environment, building strong alliances/partnerships/relationships with internal and external stakeholders to deliver results and achieve departmental and corporate goals and objectives while maintaining a high standard of public relations at all times

- project manage, review, analyze, and make recommendations, formulate solutions, implement new initiatives regarding strategic projects, which involves the consideration of technical issues, procedural issues, and political sensitivities
- explore broad issues and recognize trends in economic development at a macro and micro level, and conduct research, prepare reports, and deliver presentations
- align branch programs/services, budget allocations, time and human resources to achieve overall branch, department and corporate goals, objectives, and initiatives
- analyze complex issues and problems, evaluate alternative solutions, and develop sound conclusions, recommendations and courses of action
- receive, manage, and resolve complaints, disputes, and conflicts, diffuse emotionally-charged situations and resolve customer issues in a diplomatic and professional manner
- exercise discretion and judgment when handling confidential, sensitive, politically sensitive, or controversial information
- build cohesive and motivated teams and lead, coach and mentor staff in achieving objectives, inspiring innovation, and encourage others to work in manner that will meet or exceed the desired objectives or results
- Basic skills include: Research
- Intermediate skills include: Administrative; Attention to Detail; Customer Service; Facilitation; Initiative; Judgment; Multitasking; Organization; Public Engagement; Report-writing
- Advanced skills include: Analytical; Business Acumen; Collaboration; Interpersonal; Leadership; Negotiation; Presentation; Prioritization; Problem Solving; Project Management; Public Relations; Report-writing; Supervisory; Teamwork; Time Management; Verbal and Written Communication
- Basic computer literacy using Microsoft Office Suite (Excel, Outlook, PowerPoint and Word), database software, electronic tracking systems, and the Internet
- Availability to attend evening/weekend meetings or to work outside of designated normal hours per week

Conditions of Employment

- Valid Ontario Class “G” Driver’s Licence in good standing with a reliable vehicle for use on corporate business
- Satisfactory Criminal Record Check*

*Please note that this is a requirement for any new employees to the City of Barrie in accordance with the **Police Record Check Policy**. Existing employees who have met this criteria will be exempt from this requirement.

Other Important Information

Location: City Hall, 70 Collier Street, Barrie, Ontario*

*Please note that the City has a **Hybrid Work Program Policy** in place that may allow for a hybrid work arrangement for employees who meet eligibility requirements.

Hours: The normal hours of work are 35 hours per week; however, some non-standard hours may apply

Wage: This is a permanent full-time non-union position with the following pay level and 2025 pay range:

- Pay Level: Level 14
- Yearly Salary: \$107,652.66 to \$144,287.69
- Hourly Pay Rate: \$59.15 to \$79.28

What We Offer: This position includes a comprehensive non-union benefit plan, including but not limited to extended health and dental coverage, life and accident insurance, paid vacation and sick days, short/long term disability plans, OMERS Primary pension plan, access to the Employee and Family Assistance Program (EFAP), discounted rates for City Fitness Memberships and Transit Passes, and access to the Perkopolis Perks program, which provides exclusive access to discounts on a wide range of products and services available to all City employees.

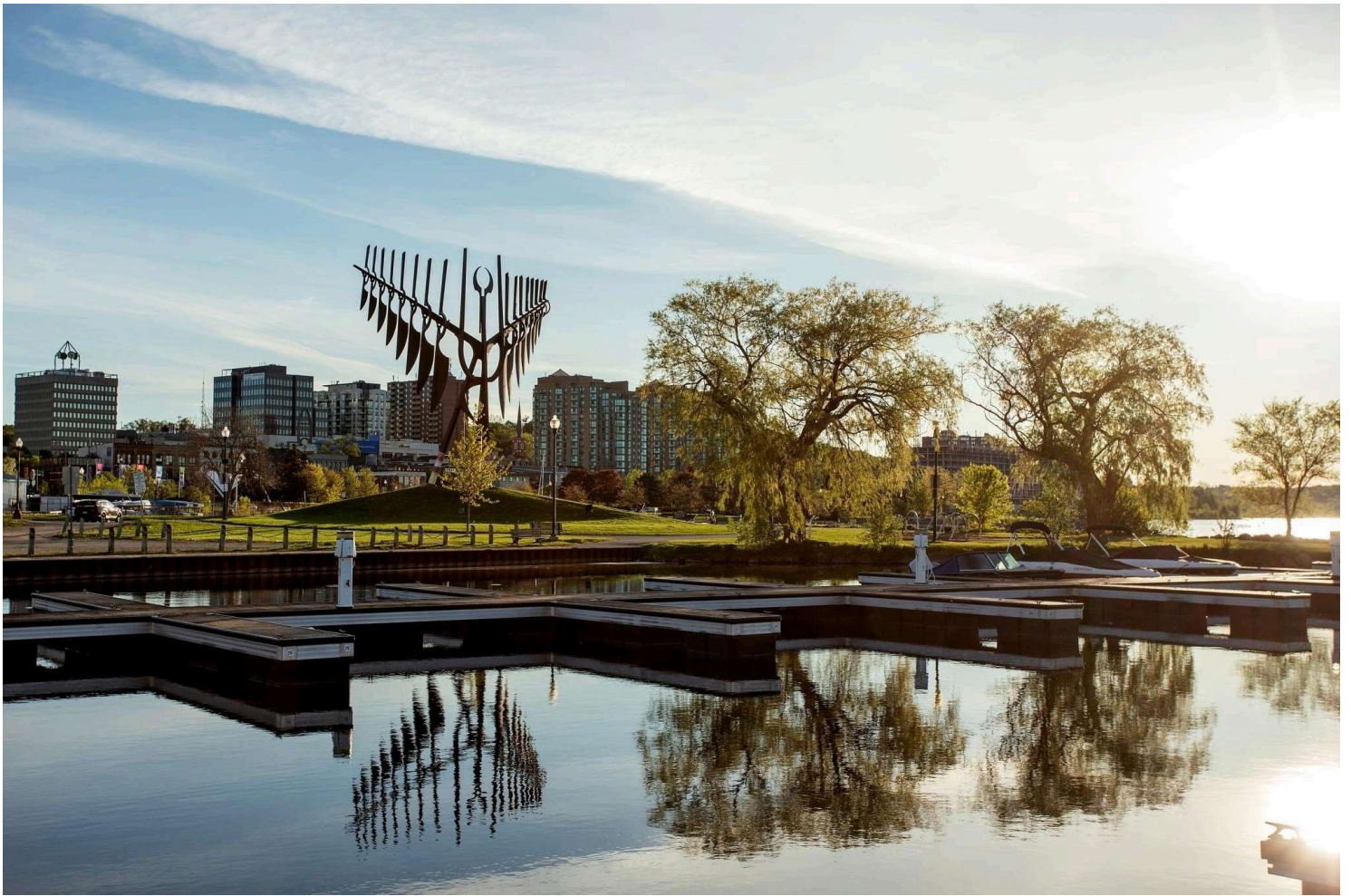
How to Apply: Click the ‘**Apply Now**’ button at the top and/or bottom of the job posting to start the application process. Please note that emailed applications will not be considered.

Why Barrie?

The City of Barrie is a vibrant, progressive, and growing community with deep connections to our heritage, to nature and to the opportunities surrounding us.

Our community values quality of life; the ability to play year-round with 300 hectares of park space, our beautiful waterfront, our lively downtown core and the nearby hills, wetlands, and forests. We also value connections; to our neighbours and the community, to our road and rail network, and to the opportunity Barrie provides to enjoy life.

Everything Barrie has to offer, from the water we drink to the roads we travel on, has one thing in common - municipal workers. Joining a municipality is one of the most rewarding, engaging, and exciting careers you could choose. It is a career you can take pride in knowing that every day you make a positive impact on an entire community. We are one team, with one goal and we all work together to continue making our community great.



The City of Barrie is an equal opportunity employer, dedicated to creating a workplace culture of inclusiveness and welcomes applications from qualified individuals of diverse backgrounds. We are committed to providing barrier-free and accessible employment practices and we will accommodate the needs of applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. If contacted for an employment opportunity, please advise if you require Code-protected accommodation and we will work with you to meet your needs.

The job posting has been designed to indicate the general nature and essential duties and responsibilities of work performed by employees within this position. It may not contain a comprehensive inventory of all duties and responsibilities required of employees to do this job. For full position details, please request a copy of the job description by emailing HR.Recruitment@Barrie.ca.

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