

TITLE: MANAGER, ECONOMIC DEVELOPMENT

DEPARTMENT: ECONOMIC DEVELOPMENT

DIVISION: DEVELOPMENT SERVICES

PURPOSE OF JOB:

The Manager of Economic Development is responsible for the leadership, coordination, and delivery of the Town's economic development program, including strategic oversight of the Venture13 Innovation and Entrepreneurship Centre. Reporting to the Director of Development Services, this position leads the implementation of Council-approved strategies, policies, and initiatives that advance the growth, development, and long-term resilience of Cobourg's local economy.

The Manager is accountable for investment attraction, business retention and expansion, strengthening the Town's commercial and industrial tax base, advancing employment lands development, supporting workforce initiatives, and delivering programming aligned with both the Economic Development Strategy and Venture13 mandate. The role ensures the Town is investment-ready, client-focused, and competitive, while remaining responsive to economic trends impacting sectors fundamental to Cobourg's economy.

Operating within the Development Division's integrated "One Window" model, the Manager serves as the primary municipal lead for non-residential investment and business development matters. The position works collaboratively with Planning, Development Engineering, Building Services, and other divisions within the Town to coordinate timely, efficient, and solutions-oriented responses to business and development inquiries, ensuring seamless client experience and measurable economic outcomes.

REPORTS TO: DIRECTOR, DEVELOPMENT SERVICES

MAIN RESPONSIBILITIES:

- Plan, organize, and direct the activities of the Economic Development Department and V13 Entrepreneurship Centre in alignment with Council's Strategic Plan and the Development Division mandate.
- Establish departmental policies, and standard operating procedures, recommending improvements to enhance service delivery, efficiency, and effectiveness.
- Provide day to day management and supervision of full-time, part-time, and contract staff.
- Prepare Requests for Proposals (RFPs) and oversee consultant procurement, contracts and performance as required.
- Develop and implement comprehensive performance measurement framework, including the establishment of metrics and KPIs aligned with Council's Strategic Plan and Economic Development Strategy
 - Monitor, analyze, and publicly report departmental performance through dashboards and updates on the Town's website.
 - Prepare regular reports to the Director, CAO, and Council, including data-driven recommendations for policy, program, and operational improvements.
- Oversee the collection, maintenance and analysis of the comprehensive municipal database including, but not limited to, demographics, utility schedules, housing, assessment and labour market information.
- Work with the Town's Grant & Policy writer to identify and apply for relevant funding opportunities.
- Provide advice and information to local boards, agencies and community partners.

- Support the Director, Development Services, in preparing and submitting annual departmental budgets (Capital and Operating).
- Coordinate with Corporate Communications on departmental announcements and prepare economic development related press releases
- Oversee the collection, updating and production of data, reports and marketing materials including:
 - Community Profile
 - Relocation Guide
 - Local Industrial directory and employment statistics
 - Inventory of available land and building
 - Business Directory
- Lead proactive outreach to the business community, sharing information on funding programs, incentives and government supports aligned with local business growth and sector priorities.
- Serve as the municipal liaison for local businesses, facilitating cross-agency coordination and representing the Town in meetings with provincial, federal, regional, and industry partners.
- Conduct ongoing Business Retention & Expansion (BRE) engagement with local employers to identify growth opportunities, workforce needs, and emerging risks
- Oversee the design, development and maintenance of departmental web content and linkages related to Tourism, and Economic Development
- Work with Corporate Communications to implement marketing strategies for economic development including advertisement placement, trade show participation, and development of promotional materials.
- Work in co-operation with the Director of Development, CAO and Mayor as spokesperson to potential investors, commercial interests, and broker/intermediaries promoting the Town's business development opportunities and competitive advantages.
- Establish and maintain liaison with external private and public development groups including financial institutions federal and provincial government agencies.
- Provide resources and information to local groups and individuals including Chamber of Commerce, educational institutions, Downtown Business Improvement Area etc.
- Liaison with real estate agents, developers and building property owners to support business attraction, retention and expansion.

Partnership and Program Development Planning:

- Lead the development and implementation of a comprehensive partnership and program development plan for Venture13 and the Economic Development function, ensuring alignment with Council-approved strategies, Town policies, and the Venture13 mandate. Establish clear objectives, performance measures, and accountability mechanisms to evaluate program impact and partnership effectiveness.
- Identify key partners, define Venure13's strategic positioning and build a pipeline of opportunities that reflects internal capacity, typology of projects and the available tools and knowledge resources.
- Assess risks and opportunities presented by the strategic positioning of V13 and propose appropriate responses to ensure sustainable growth.
- Collaborate with the Venure13 Board of Partners to ensure coordinated and consistent engagement with stakeholders. Develop new programs and services that enhance financial, market, and/or business knowledge for entrepreneurs.
- Work with Corporate Communications on the development of an annual integrated annual marketing & engagement plan for all Economic Development and V13 programming.
- Maintain and enhance web-based platforms and CRM systems to support client engagement and tracking.

Development Opportunities:

- Lead the strategic positioning, marketing, and activation of Town-owned employment lands, including Lucas Point Industrial Park and other municipal industrial assets, ensuring alignment with the Town's strategic plan.
- Coordinate with the Development Division on the negotiation, drafting, execution, and implementation of agreements related to Town-owned industrial lands,
- Align investment proposals with Planning, Development Engineering, and Building Services to ensure consistency with approved planning frameworks and infrastructure capacity
- Oversee the development and maintenance of economic data, community profiles, employment statistics, industrial inventories, and related marketing materials.
- Monitor entrepreneurial and economic development trends to identify areas of collaboration within Venture13's mandate and existing capacity.
- Provide advice and feedback to the Venture13 Board of Partners on the development of framework partnership agreements that can expand program and project opportunities.
- Coordinate technical and financial requirements and lead negotiations to advance new project opportunities.
- Draft agreements and/or contractual documents required for implementation of new projects.
- Contribute to the diversification of the Venture13 Innovation and Entrepreneurship Centre in line with its strategic objectives.
- Other duties as assigned

SUPERVISION:

- Recruit and select full-time, part-time and contract personnel.
- Review and verify monthly activity reports including flex time hours, vacation schedules etc.

Direct: 2 Full-Time Employees

- Economic Development Officer
- V13 Programs and Operations Coordinator

Indirect: None.

EDUCATION & EXPERIENCE REQUIRED:

- Bachelor's degree with course study in economic development, urban planning, business or public administration, commerce, economics, finance or a related field.
- Certificate or Professional Designation in Economic Development preferred.
- Five (5) years of professional experience in positions providing exposure to economic or business development and related activities or an equivalent combination of education and experience is required.
- Experience working in municipal government environment is preferred.
- Knowledge of best practices in community economic development including business retention, expansion and attraction methods; marketing and promotional strategies; and research and analysis related to key local economic indicators.
- The ability to think strategically, develop a clear vision, and the ability to lead, influence and manage people in order to develop and execute project plans.
- Sound knowledge of strategic planning methods tools, and best practices in community and stakeholder engagement.
- A sound understanding of global economic trends and influences.

- The ability to design and implement economic development programs which reflect an understanding of local government and its interface with the business community, senior government and other agencies.

TECHNICAL AND PROFESSIONAL SKILLS REQUIRED:

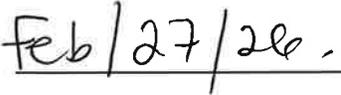
- Knowledge and use of Customer Relationship Management (CRM) Software would be an asset.
- Solid demonstrated knowledge and experience of MS Office Suite including WORD, Excel, ACCESS, PowerPoint and video conferencing programs (e.g. 'Zoom').
- Demonstrated knowledge of Adobe Creative Suite or equivalent, and online marketing tools is an asset.
- Exceptional written, verbal, and presentation skills, with the ability to communicate complex technical and policy issues clearly to diverse audiences.
- Strong analytical and problem-solving skills, with the ability to balance competing priorities and make sound decisions.
- Knowledge of relevant Provincial statutes, applicable legislation and regulations, corporate by-laws, policies and procedures as they apply to the corporation, municipal government and department.
- Strong leadership, coaching, and mentoring skills with demonstrated ability to inspire high performance and staff engagement.
- Demonstrated political acuity and ability to work effectively with elected officials, senior management, developers, and the public.
- Financial management skills, including budget preparation, monitoring, forecasting, and reporting
- Ability to build strong partnerships and relationships with the development community, external agencies, and internal stakeholders.
- Must obtain a Satisfactory Police Record Check upon employment.

WORKING CONDITIONS:

- Involves work in an office environment at the Venture13 Innovation and Entrepreneurship Centre.
- Regular hours of work Mon- Friday 8:30 am to 4:30 pm and attendance at all Council meetings (when required).
- Ability to work evenings, weekends on short notice or as required
- Some travel required.
- Carry an appropriate communications device to respond to corporate emergencies and departmental situations in a timely manner.
- Regular interruptions, competing priorities and time sensitive deadlines.
- Valid Ontario Driver's License and access to reliable vehicle.



Director Signature



Date

CAO Approval Signature

Date



Job Profile

Manager, Economic Development

Original: February 2022

Revised: