

CORPORATION OF THE TOWN OF MARATHON

POSITION DESCRIPTION

POSITION TITLE: Economic Development and Projects Manager

REPORTS TO: Chief Administrative Officer/Clerk

POSITION DESCRIPTION: Provide professional leadership and direction with respect to the planning and implementation of economic & land development strategies in support of the goals established by the Town of Marathon. This will include the promotion, growth, and development of the municipality's economic base through retention expansion of existing businesses, and business attraction activities to support business investment. The position will also be responsible for overseeing all aspects of specific corporate projects to ensure that scope, quality, schedule, budget resources and risks are managed during each project phase.

RESPONSIBILITIES:

1. Prepare and administer economic development programs and policies to attract and maximize new business and residential opportunities in the community in conjunction with other municipal and provincial strategies and policies.
2. Develop and manage a comprehensive Economic Growth strategy for the Town and lead strategic marketing initiatives and activities to foster economic growth.
3. Market and promote the Town within and outside the district through trade shows, promotional literature, press releases, the Town website, social media, etc.
4. Provide current information to new prospective businesses seeking materials and data about the Town while confidentially and expeditiously responding to site selection requests in a thorough and complete manner.
5. On behalf of the municipality, build and maintain open communication with funding partners.
6. Identify and manage funding opportunities by working with internal divisions and community groups.
7. Seek out and apply for grants that support The Town of Marathon and strategic initiatives in the area of Economic Development.
8. Promote the community to expand economic development opportunities.

9. Respond to information requests from developers, site selectors, realtors, and the business community with respect to development issues and processes, including all data not determined to be confidential through provincial legislation or municipal by-laws.
10. Provide a variety of support services designed to assist new or expanding businesses to be successful, including research, business plan development, and coaching/mentoring.
11. Develop and produce promotional materials, including multimedia tools, print and electronic advertising campaigns, publications, promotional items, information packages, and other resource materials to promote the Town to outside interests.
12. Provides information regarding economic development to the CAO for the preparation of the annual operating and capital budgets.
13. Oversee the development of contracts, agreements and provide input into evaluation, selection and procurement of products and/or services from vendors.
14. Monitor the progress of the project and proactively manage changes in project scope, identify potential issues as necessary to ensure the successful completion of the project.
15. Lead project teams and facilitate project meetings, providing minutes and agendas, providing direction and guidance to team members in order to solicit feedback, input and expectations and incorporate these into the work breakdown structure.
16. Oversee financial and budgetary amounts for specific projects while developing long-term financial plans for project implementation and continuity.
17. Prepares reports for Council as required by the CAO
18. Performs any other such related duties as required by the CAO.
19. Works in a safe manner in accordance with the Occupational Health and Safety Act and Regulations.

QUALIFICATIONS:

- Degree/Diploma in economics, commerce, business administration or public administration, with at least three years experience in a related field
- Must have knowledge of Municipal affairs
- Experience with Project Management
- Excellent knowledge of community based economic development
- Excellent organizational and time management skills
- Excellent written and verbal communications skills

- Excellent interpersonal skills
- Excellent research skills and knowledge of political process
- Ability to use excellent judgment in respecting confidentiality
- Ability to identify and respond to sensitive community and organizational issues, concerns and needs of prospects.
- Must have excellent computer skills including Microsoft Office applications (Word, Excel, Outlook, PowerPoint)
- Must have a valid driver's licence
- Must be willing to attend evening and weekend meetings

EMPLOYEE'S SIGNATURE: _____

MANAGER'S SIGNATURE: _____

DATED: _____, 20__

05/24