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<b>POSITION TITLE:</b>	Director of Economic and Business Development
<b>REVISION DATE:</b>	September 29, 2016
<b>REPORTS TO:</b>	CAO
<b>SUBORDINATE POSTIONS:</b>	Business Development Officer Administrative Assistant
<b>POSITION SUMMARY:</b>	The Director of Economic and Business Development is responsible for economic and business development in the Municipality, including strategic and operational planning, the attraction and retention of businesses in East Hants and overall responsibility for the Municipality's two business parks. The Director will be the authority and advisor on economic development to Council and the CAO, and act as an advisor on economic development in the private sector.

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### TASK NO.

### DESCRIPTION

*Position Descriptions are intended to provide an outline of the general areas of responsibility and duties associated with a given position. Position descriptions are not intended to capture the full breadth of tasks and/or assignments an employee may be directed to complete at any given time. The MEH reserves the sole and unfettered right to make changes to this position description, as required by the organization, without impact upon the employment relationship.*

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## JOB DUTIES & RESPONSIBILITIES

### 1. Management Responsibilities (15%)

- 1.1. **Day-to-Day Departmental Operations** - Responsible for the strategic leadership, planning and management of the day-to-day operations of Economic and Business Development department in accordance with all Municipal policies and procedures. This includes ensuring all work projects are managed in such a way so as to maximize the effective and efficient use of municipal human and financial resources assigned to the Department.
- 1.2. **Financial Administration** - Prepare the annual operating and capital budgets for the Department. Monitor and report on budgets during the year ensuring expenditures are within budget and financial guidelines. Oversee the annual operating and capital budgets for the Department. Monitor and report on all Department budgets during the year ensuring expenditures are within budget and financial guidelines.
- 1.3. **Workplace Environment** - Promote a positive and productive work environment for all staff in the Department. Ensure a spirit of teamwork exists by promoting the benefits of collaboration and consultation, not only within the Department, but with all staff in the organization. Ensure compliance with all Occupational Health and Safety requirements.

- 1.4. **Human Resource Management** - Manage all Departmental human resources including supervision, training and annual performance appraisals including the setting of key targets for all staff. Prepare recommendations to the CAO for all hiring, suspensions or terminations in accordance with the Municipality's HR Policies. Provide advice and direction to Departmental staff in the performance of their duties and coordinate workloads as necessary.

## 2. Strategic and Operational Planning (40%)

- 2.1. **Strategic Economic Development Plan** - ensure the Municipality's Strategic Economic Development Plan is up-to-date and relevant at all times making recommendations to Council for strategy amendments as deemed necessary. Specifically, analyze business trends, social impact, trade and development, and complexities of economic needs/services/practices to be incorporated into to the Municipality's Strategic Economic Development Plan.
- 2.2. **Operational Business Plan** - Develop and implement an annual and long term operational business plan grounded in the Municipality's Strategic Economic Development Plan.
- 2.3. **Marketing and Branding Strategy** - Develop a coordinated marketing and branding strategy (print, web, etc.) designed to attract investors and new businesses to the Municipality. Ensure proper metrics are developed and compiled to measure the effectiveness of any strategic initiatives implemented.
- 2.4. **Economic Analysis** - conduct timely and detailed statistical analysis of available data, as well as design studies to develop data when unavailable, so as to measure the financial impact of potential economic development opportunities at the local, Provincial or Federal levels and make timely recommendations to take advantage of such opportunities when deemed appropriate.
- 2.5. **Reporting of Results** - Collect and maintain current data on business activity in the Municipality; current economic data on East Hants and timely metrics on the results of the activities of the Department that demonstrate achievement of the Strategy under which the Department works.
- 2.6. **Policy Development** - working collaboratively with the CAO and other municipal directors, ensure the timely development of municipal policies which will support commercial growth and protect municipal interests.

## 3. Business Attraction and Retention (40%)

- 3.1. **Business Park Management** - ensure the overall management for the two (2) municipal business parks of East Hants including, but not limited to, marketing and sales of lots; maintenance of all information related to transactions and activities, timely forecasting and positive performance in the area of vacancy rates; ensuring availability of land for timely development should opportunities arise; and the development of operational policies necessary to ensure Municipal interests are protected.
- 3.2. **Networking and Funding Sources** - develop regular and on-going networking/relationship building with local, regional and national business entities; liaison with business organizations to secure new business settlement in the Municipality, as well as develop effective networking with provincial authorities to positively influence the development of policy and identification of any/all funding streams available to support economic and business development in the Municipality.
- 3.3. **Knowledge of Working Environment** - Maintain a solid working knowledge of the activities, policies and procedures of other municipal departments as they relate to economic and business development in the Municipality. In particular, possess a solid knowledge of the Municipality's taxation system and Planning processes.

3.4. **Business Retention and Expansion** - Work in cooperation with all outside agencies to ensure existing and potential businesses are supported as necessary to enhance their chances of success in the Municipality.

#### 4. Other Corporate Responsibilities (5%)

4.1. **Goals and Objectives** - Participates as a senior member of the management team in the development of corporate and departmental goals and objectives.

4.2. Other duties as assigned by the CAO.

## REQUIRED QUALIFICATIONS AND EXPERIENCE

### *Education and Experience*

- A University degree in Commerce, Business Administration, plus a diploma from an accredited Economic Development Program in Canada.
- Five (5) to seven (7) years' experience in Industrial /Commercial Development, Real Estate Sales and/or Marketing.
- Extensive knowledge of municipal government, relevant planning and economic development legislation, development approval processes, business park development, infrastructure requirements for business development, project management and taxation structures.
- Ability to establish and maintain effective working relationships with citizens, business owners, developers, financiers and other government agencies.
- Knowledge of research methodology and statistics, management practices, financial management, contract management, banking and real estate practices.
- Excellent interpersonal, communication and customer service skills with the ability to exercise diplomacy and good judgment at all times.
- Strong project management skills and negotiation techniques.
- Proficient in Microsoft Office applications, knowledge of and experience using digital communication tools/applications/devices and other related databases.

Ability to work as part of a team environment, as well as independently.

***I hereby certify, to the best of my knowledge, the information provided regarding this job description is complete and factual, and accurately describes the work performed.***

<b><i>Employee's Signature</i></b>	<b><i>Employee's Name (print)</i></b>	<b><i>Date:</i></b>
<b><i>CAO's Signature</i></b>	<b><i>CAO's Name (print)</i></b>	<b><i>Date:</i></b>