

**POSITION PROFILE**  
**Manager, Business Development**

**February 2010**

**Economic Development Services**

The Chatham-Kent Economic Development Services team works to promote Chatham-Kent as a location for business, industry and tourism destinations and to strengthen local economies and business infrastructure. The department consists of ten (10) full-time, one (1) part-time, and five (5) contract positions in the following areas:

- Administration
- Agriculture
- Business Development
- Tourism
- Small Business

**The Community**

Chatham-Kent is a single tier municipality created in 1998 with the amalgamation of 23 municipal entities including the former City of Chatham and former County of Kent. With a current population of 107,340 spread across an area that is 2,494 square kilometres, there is a challenge to create a sense of unity and provide services to both rural and small urban centres, each with unique needs and located miles apart. Chatham-Kent is committed to reaping the benefits of economies of scale in providing municipal services but at the same time is committed to respecting the heritage and supporting the distinct communities within its borders. In 2001, a Community Strategic Plan was developed with the assistance of 400 citizen volunteers from across Chatham-Kent. To this day the document is the basis for decisions made about the community's future.

Chatham-Kent is located in the heart of south-western Ontario and enjoys one of Canada's most temperate climates. This rural-urban municipality borders both Lake Erie and Lake St. Clair; local residents and tourists alike flock to these waterways to enjoy many water-related pleasurable pastimes including boating, water-skiing and world-class fishing. The area is also fortunate to have two of the Province's most spectacular Provincial Parks -- Rondeau and Wheatley. The region's economy is based largely on the agricultural and manufacturing sectors, and is complemented by a growing service/commercial sector. Chatham-Kent is positioning itself for growth by focusing on green energy and emerging manufacturing technologies and is supported by two post-secondary educational institutions, the University of Guelph's Ridgetown Campus and St. Clair College of Applied Arts & Technology. Highway 401 intersects Chatham-Kent at several points and, as such, residents can readily access neighbouring communities such as London, Windsor and Sarnia/Detroit within a one hours' drive, and are only three hours away from Toronto.

## **The Position**

The Manager, Business Development is responsible for attraction of new investment to Chatham-Kent; business retention and expansion; increasing job opportunities; land sales in CK Business Parks, assist sales in private buildings and industrial/commercial land and encourage foreign investment and enhance global trade opportunities; advocacy; public relations; train staff; assist with and oversee the implementation of the strategic direction and carry out policies of council.

The Manager, Business Development is responsible for the day to day operation and supervision of the Business Attraction Program, the Business Retention and Expansion Program, the Agriculture program which includes the direct supervision of four (4) staff members.

The Manager has responsibility for the following:

### **Administration**

- Full supervision of four (4) staff members including completing performance appraisals, setting work duties and priorities, managing, advising and reviewing all work activities
- Prepares and prioritizes the Business Development work program, including budget preparation and monitoring, marketing plans, project administration, publications, trade shows, report writing, partnership development
- Composes and provides periodic activity and project status reports to Council

### **Financial Responsibility**

- Assists in preparation, monitors, and oversees an operating budget
- Responsible for fiscal management and day to day monitoring of financials to ensure procedures and monies are in line with budget projected versus actual

### **Strategy/Development**

- Assist in the development and annual updating of the tourism sector component of the economic development strategy
- Assist in the development of marketing strategies aimed at Invest in Chatham-Kent
- Economic Impact reports

### **Business Attraction**

- Establishes and maintains relationships with Industrial/ Commercial/Investment (ICI) realtors, landlords, developers, consultants and contractors in order to attract clients to the municipal business parks, downtown and adaptive re-use opportunities, and to negotiate land sales to increase assessment base and facilitate job growth. Facilitates meetings between clients and industry professionals
- Pursues high-end leads, identifies opportunities and prospects for the sale of various industrial and commercial lands and buildings throughout Chatham-Kent

### **Business Attraction (continued)**

- Meets with senior level prospect generators (e.g., bankers, investors, accounting/law firms, developers, government officials) to develop new investment opportunities. Works in collaboration with stakeholders to develop strategies to attract investment to the Municipality
- Researches, analyzes, assesses and consults with clients on specific business, attraction and expansion needs; creates and delivers detailed, customized client information packages
- Maintains prospective client list and nurtures client portfolio in order to sell employment lands/buildings; utilizes Contact Management System
- Negotiates land sales for Municipal owned business parks and other assets; reviews and ensures legal documents are accurate and submitted in accordance with time-lines; presents reports to Council
- Take a lead role in external groups/organizations with regard to contact/investment meetings, seminars and trade shows to further promote the municipality in an economic development oriented arena

### **Business Retention**

- Oversees the creation and implementation of the Corporate Visitation Program, whereby division staff, stakeholders and Council meet with high level members of the industrial/commercial business community regarding their business needs
- Manages analysis of information collected to determine best course of action in response to red flag issues, as well as issues related to, for example, expansion, relocation, product expansion, and land availability
- Oversees delivery of information to local businesses regarding services, initiatives, and programs to enhance business growth (e.g., government grants, technology transfers)

### **Agriculture**

- Oversee and supervises the Agriculture Program including existing business retention and expansion, new business opportunities, public relations activities, rural training and education opportunities and government funding

### **Marketing/Public Relations**

- Liaises and consults with upper-tier governments, non-governmental agencies, and community associations regarding research policy, municipal initiatives, funding and program delivery
- Directs and implements the BD marketing plan, which includes the scheduling, creation, content, design and distribution of all marketing materials, including reports, directories, brochures, graphics, multi-media presentations, signage, and inventories
- Responds to and/or delegates all business related inquiries
- Directs Provincially mandated programs, and develops new services and programs, as required; directs staff in the coordination and implementation of same, including promotion, marketing, and follow-up
- Directs and participates in outreach initiatives and makes presentations at educational institutions, businesses and service clubs to promote the economic development strategy

### **Partnership Development**

- Performs corporate facilitation/partnership development on high end, sensitive issues (e.g., bankruptcy of major business)

### **Special Projects/Special Events**

- Undertakes, directs, leads, and/or facilitates special projects (e.g., feasibility studies, marketing strategies) as assigned by the Mayor, Council, CAO, and/or General Manager, Director

### **Qualifications**

University graduate, preferably in a Business, Planning or Economics program, with four to six years related business development experience:

Related experience:

- Composing activity and project status reports for municipal council
- Preparing, monitoring and overseeing operating budget
- Assisting with marketing strategies
- Preparing economic impact reports
- Establishing and maintaining relationships with industrial/commercial/investment realtors, landlords, developers, consultants, contractors, etc.
- Experience pursuing high-end leads, identifying opportunities and prospects for the sale of various industrial/commercial lands/buildings
- Liaising with senior level prospect generators (i.e. banks, investors, accounting/law firms, developers, government officials, etc.)
- Researching, analyzing, assessing and consulting with clients on specific business, attraction and expansion needs
- Negotiating land sales for municipal owned business parks and other assets
- Leading external groups/organizations in contact/investment meetings, seminars, trade shows, etc.
- Delivering information to local businesses regarding services, initiatives, programs to enhance business growth
- Experience with agriculture sector
- Liaising/consulting with upper-tier governments, non-governmental agencies, communication associations
- Directing provincially mandated programs
- Developing new services and programs
- Proven sales experience and partnership development skills

Supervisor experience, including completing performance appraisals, setting work duties and priorities, etc.

Experience in leading formal projects, through the application of recognized project management principles, would be an asset.

Possess excellent research and report writing skills and a professional communication style.

Proficiency in the use of computers, particularly Microsoft Word.

Excellent time management skills required to manage the demands of multiple, overlapping timeframes and deadlines

Because this position may be required to travel, a valid Province of Ontario driver's license with a reliable motor vehicle is required.

### **Remuneration**

The salary range for the position is currently from \$69,228 to \$81,348 (**revised** February 22, 2010) (grade 10 of the non-union full-time compensation plan). Participation in the OMERS pension plan is mandatory. The Municipality offers a comprehensive benefit package, including long term disability and an extended health plan.

### **For More Information**

For further information about the Municipality of Chatham-Kent, consult the web site at [www.chatham-kent.ca](http://www.chatham-kent.ca).

For information on our Economic profile, please visit our web site at: <http://www.chatham-kent.ca/business+resources/economic+profile/economic+profile.htm>.

For more information, you may contact Kathy Weiss, Director, Economic Development, at 519 351 7700 ext. 2032 or [kathyw@chatham-kent.ca](mailto:kathyw@chatham-kent.ca).

### **To apply**

Resumes should be results-oriented, concentrating on achievements rather than simply on responsibilities. Resumes should relate candidates' experience and interest to the specific challenges described for Economic Development Services. A Career Profile must be included with your resume.

**Applications must be received no later than 4:30 p.m. on Friday, February 26, 2010** and should be addressed to:

Attn: Cathy J.E. Hoffman, MPA, CHRP, CMMIII  
Director, Human Resources & Organizational Development  
Municipality of Chatham-Kent  
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Chatham ON N7M 5K8

E-mail address: [Ckresume@chatham-kent.ca](mailto:Ckresume@chatham-kent.ca)  
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Interest in this position is sincerely appreciated; however, only those applicants to be interviewed will be contacted.