

# EXTERNAL JOB POSTING



ECONOMIC DEVELOPMENT

**Position:** **Director of Business Attraction, Retention & Expansion**

**Type:** Permanent, full-time  
35 hours/week

**Location:** PKED Offices (270 George St. N.,  
Peterborough)

**Salary:** \$90,000/yr.  
(Includes Health & Dental Benefit  
Package, OMERS pension plan, 3  
weeks vacation, Employee  
Assistance Program, Parking pass)

**Posting Date:** July 18, 2023

**Closing Date:** August 8, 2023

Peterborough & the Kawarthas Economic Development (PKED) is a non-profit corporation responsible for the delivery of economic development and tourism services on behalf of the City of Peterborough and County of Peterborough. We play a leadership and strategic role in developing the economic capacity of the Peterborough region.

PKED's business attraction activities help to identify why a company should select Peterborough & the Kawarthas as a destination to invest in. We build relationships with targeted firms, industries, and communities to maximize investment attraction efforts. As well, we work with larger organizations such as Ontario East Economic Development, Invest Ontario, and Invest Canada to help showcase the reasons to invest in the region.

Our main goal of business retention and expansion (BR&E) is to assist existing regional businesses with issues that could cause closure or failure, and to prevent companies from relocating to other communities. A strong BR&E program preserves and increases local jobs and tax revenues by maintaining and diversifying the local economy and access to goods and services. In addition, it provides data and intelligence to strategically attract new companies to a community and foster the creation of new businesses.

We have a team of dynamic professionals who offer economic expertise that identifies growth opportunities, provides services to existing ventures, and attracts new companies and visitors by sharing the region's competitive advantages.

## POSITION SUMMARY

Reporting to the President/CEO, the Director of Business Attraction, Retention and Expansion plays a critical supporting role in attracting new business investment to the Peterborough & the Kawarthas region. This position also works with existing local businesses to identify opportunities for growth as well as proactively identify challenges that may cause a business to consider relocation. The Official Plans of both the City and County, as well as PKED's Strategic Plan, provide the guiding documents to develop relationships, partnerships and programming that will support municipal initiatives leading to investment attraction and business retention. The Director of Business Attraction, Retention and

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Expansion works with all levels of government (municipal, provincial and federal) as well as community organizations and educational institutions to promote the region as a destination of choice for investment. The incumbent leads a team of Economic Development Officers to create and deliver effective, regional economic development programming for both urban and rural communities.

The expected outcomes of this role are to attract, retain and expand existing businesses which will ultimately generate high-value jobs in the Peterborough & Kawarthas region resulting in a thriving and competitive economy.

## RESPONSIBILITIES

Lead Business Attraction, Retention & Expansion Programs: 55%

- Direct the Economic Development team to develop, implement and oversee corporate initiatives to engage regional businesses and assess their needs and goals for retention or expansion.
- Using CRM data, identify key companies for business retention and expansion in the Peterborough region.
- Focus on unique challenges and opportunities that may exist for businesses in this community or which may prevent a business from relocating to this region.
- Conduct regular outreach activities and meet with clients pursuing expansion and relocation opportunities by providing services such as:
  - Identifying available properties
  - Facilitating local and external supply chain network connections
  - Supporting funding applications through government channels
  - Referring clients to team members or third parties for additional support
  - Advising of various financial, workforce development, marketing, and other planning resources that are available to them in the community.
  - Providing information on programs and government regulations relevant to business retention and expansion.
  - Acting as a liaison and facilitator for regional companies pursuing business to business leads.
  - Prepare relevant business materials specific to the client's request (such as maps of a site, zoning information, multiple properties)

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- Based on data gathered from site visits, effectively communicate to key stakeholders in the community regarding the health and wellbeing of the business community and local/regional economy, and any rising challenges such as labour and workforce issues in the community.
- Maintain the highest levels of confidentiality and coordinate seamless concierge and after-care for businesses locating and expanding in this region.
- Prepare and present relevant economic development activities and reports to various audiences, which include collected data as well as a detailed analysis of businesses and services in this region.
- Create responsive economic development programming to respond to needs and opportunities identified in the community. Prepare funding applications to give effect to programs created.
- Develop a working knowledge of key industry growth sectors in the region, identify prospective investment and expansion leads and follow up with outreach calls, visits, meetings and/or real estate tours.
- Develop and maintain proposal materials and packages for investors, intermediaries and businesses in key sectors
- Organize and conduct tours to showcase regional assets for prospective investors and incoming delegations.
- Liaise with economic development staff within the City as well as the 8 Townships and 2 First Nation Communities within the County of Peterborough to assist with client inquiries.
- Liaise with other Economic Development professionals outside our region to research and incorporate best practices for business retention & expansion.
- Attend relevant business functions as a representative of PKED to build stronger connections with the regional business community and business leaders.

**Project Management:**

**20%**

- Collaborate with municipalities, partners and agencies to support general economic development growth throughout the region, including leading and participating in multi-team projects.
- Manage project life cycle activities:
  - Define project scope, goals, success criteria and deliverables in collaboration with project team and key stakeholders.
  - Using Microsoft Teams Planner, schedule and track project activities, timelines, milestones and deliverables.
  - As required, assist with selection process and onboarding of new staff to undertake project activities.

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- As required, manage project staff to ensure deliverables are successfully achieved on time and within budget.
- Monitor and track project costs, schedules, resources, risks, issues and performance to ensure optimal success.
- Maintain regular communication with project team members.
- Regularly report project status to President/CEO and stakeholders.
- Provide a final report and presentation on project results to Board of Directors and/or stakeholders as required.
- Meet all Funding Agreement requirements and complete final reports as required for projects funded by external organizations.
- Provide direction for marketing activities that promote project-based initiatives

## Prepare Analytical Reports 10%

- Research, analyze and benchmark best practices in economic development.
- Prepare economic impact reports for each business retained or completing expansion within the region.
- Provide quarterly status updates for the corporations' quarterly metrics reports to Councils.
- Assist clients with their retention and growth plans by providing statistical data as requested.

## Administration 15%

- Manage the work and performance of the Economic Development team and provide regular status reports to the President/CEO.
- Oversee the annual performance review process for team members and approve annual vacation requests and other leaves of absence in compliance with corporate policies.
- Provide approval for Invoices and Corporate Purchasing Card expenses.
- Complete administrative tasks including but not limited to maintaining internal documentation
- Develop and monitor annual program budgets and budget impacts for existing or proposed business initiatives.
- Lead the completion of funding applications.
- Conform to all PKED Corporate policies and procedures as well as internal tracking systems.
- Provide input to the President & CEO during annual corporate strategic planning.
- Create sector specific content in the development of the annual marketing and communications plan, presentations, website, publications, etc.

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## WORKING RELATIONSHIPS

Internal:	President/CEO Internal committees	PKED Staff
External:	Business Owners Regional Agencies City Planners	Government Representatives City and County Council Regional Boards and Committees

## KNOWLEDGE, TRAINING AND QUALIFICATIONS

The incumbent must have proficient knowledge of the following (or the willingness and ability to obtain):

- Diploma or post-secondary degree in Business, Commerce, Economics, Masters Certificate in Municipal Management or equivalent is required.
- Certification in Economic Development or the Ontario Planners Institute is an asset.
- Comprehensive understanding of municipal affairs including zoning and planning, business principles, real estate practices, export development, and strategic alliances is required.
- Strong knowledge of GIS to respond to inquiries pertaining to location mapping is an asset.
- Competent computer skills, with solid understanding of Microsoft Teams, Outlook, Excel, and other MS Office products is required.
- Project management experience and use of Microsoft Planner is an asset.
- Above average keyboarding skills and ability to create Power Point presentations is necessary.
- Experience using a Customer Relation Management System (CRM) or similar experience with data entry is an asset.
- Valid Class G driver's license and clean Driver's Abstract.

## SKILLS AND COMPETENCIES

- Understanding of current social media tools and their impact on accelerating business
- Strong networking and relationship building skills
- Leadership and coaching skills to mentor and support co-workers
- Excellent communication and presentation ability
- Strong collaborator and able to work effectively in group projects
- Sound decision-making and problem-solving ability
- Research experience including data collection management, analysis and reporting of findings is required.

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- Time management skill and ability to work under deadlines
- Ability to deal with frequent interruptions and competing priorities
- Exceptional attention to detail

## WORKING CONDITIONS

Most work activities take place in a climate-controlled office environment. Regional travel will be required to meet with business owners and to attend networking events. Work activities require visual and mental concentration for intermediate durations of time. Standard office hours, Monday through Friday, with occasional extended hours for meeting or event attendance. Occasional lifting and carrying of items weighing less than 30 lbs (i.e., trade show booth materials).

**Please send your application (PDF or Word document) to Barbara van Vierzen, Director of Operations at [recruitment@investptbo.ca](mailto:recruitment@investptbo.ca) by August 8, 2023.**

*Peterborough & the Kawarthas Economic Development is an equal opportunity employer. Accessibility accommodations are available for all parts of the recruitment process, but applicants need to make their needs known in advance. Information is collected solely for the purpose of job selection under the provisions of the Freedom of Information and Protection of Privacy Act.*

**Thank-you to all applicants. Only those selected for an interview will be contacted.**