

Manager, Business Retention, Expansion and Tourism

Short Description

As a member of the management team this position will play an integral role in developing and implementing strategies, programs and services that help grow, incubate, accelerate, and diversify businesses in Strathcona County. The Manager, Business Retention, Expansion and Tourism will act as an ambassador representing Strathcona County with key economic development and tourism stakeholders including senior levels of government.

Description

This posting is for 1 permanent full-time position

As a member of the management team this position will play an integral role in developing and implementing strategies, programs and services that help grow, incubate, accelerate, and diversify businesses in Strathcona County. The Manager, Business Retention, Expansion and Tourism will also act as an ambassador representing Strathcona County with key economic development and tourism stakeholders including senior levels of government.

Responsibilities:

- Lead, manage, coach and inspire business retention and expansion activities by ensuring resources are deployed to achieve goals
- Support and lead activities that assist existing businesses in Strathcona County grow and expand collaborating closely with key stakeholders
- Proactively engage local businesses to identify their needs for support in the community and as they look to expand
- Identify businesses that are struggling and offer them business specific assistance (demographics, site selection information and marketing)
- Provide coordination support to ensure businesses, real estate agents and investors are connected to appropriate contacts and navigate through County processes efficiently
- Undertake activities, policies and programs to create, sustain and retain a viable workforce that can support current and future business
- Lead and inspire small and medium business supports for local business growth by conducting seminars and information sessions and making resources available
- Provide business support opportunities through the creation of new programming for the education of both new entrepreneurs and new businesses, seminars and training on relevant business topics, one-on-one coaching support, business visitation program, market research, mapping and business mentorship
- Liaise with County departments to facilitate and expedite local investment and job creation
- Undertake planning and strategy to ensure effective promotion of existing businesses while elevating the profile of the Strathcona County business community
- Manage the execution of Strathcona County's 10-year tourism strategy including the attraction of tourists to support the County's visitor economy, including building organization capacity, destination development, product development, as well as marketing
- Drawing residents and tourists to key areas to increase spending at local restaurants, local hotels and regional attractions
- Manage and provide quality information while ensuring new partnership opportunities are pursued (ex. Research grant programs for recommendation to senior leadership and Council)
- Guide and oversee the development of collateral materials and content
- Public relations role acting as an ambassador and promoter of the municipality

- Create strategic documents to develop, implement and execute strategies that encourage and influence appropriate business sector growth, retention, expansion and tourism
- Guide the buildout and ongoing adoption of digital business support tools

Skills and Abilities

- Ability to manage diverse business development activities identifying current and future challenges
- Excellent public relations and communication skills along with the ability to inspire confidence and trust with internal and external stakeholders
- Ability to comfortably and confidently speak publicly to large groups and key decision makers
- Strong strategic and analytical capabilities
- Strong leadership and management skills with the ability to coach and mentor
- Possess strong personal integrity, ethical conduct and political acumen
- Demonstrated ability to use data to make sound decisions, solve problems, and guide actions
- Ability to manage diverse business and development activities, identify challenges and apply creative solutions

Qualifications

- Bachelors degree in management, commerce, business, marketing and/or tourism or a related field
- Minimum ten or more years of experience in Business Development, Economic Development, or a related field with demonstrated progression in responsibility
- Professional economic development certification would be considered an asset
- Expert knowledge of economic development techniques and their application to complex development issues
- Broad experience in policy development and implementation
- Experience leading projects and cross-functional working groups
- Experience developing and implementing actionable business growth strategies with proven and quantifiable results

Conditions of Employment

- Submission of a Satisfactory Criminal Record Check
- Valid Alberta Class 5 Driver's licence and submission of a 5-year Driver's Abstract with less than 7 demerits
- Valid passport and the ability to travel internationally

Equivalencies of education and experience may be considered.

Successful candidates will be required to provide proof of education and professional credentials as noted in the resume.

This competition may be used to fill future vacancies for similar positions within the next 6 months.

In addition to providing a dynamic work environment, we offer a competitive salary and benefits package.

Thank you for your interest in Strathcona County. We only contact candidates selected for interviews.

Interested candidates can submit an application directly on our website:

[Manager, Business Retention, Expansion & Tourism - Strathcona County Careers \(oraclecloud.com\)](https://oraclecloud.com)

Closing Date: August 7, 2023