



CITY OF ORILLIA DIRECTOR OF BUSINESS DEVELOPMENT

ABOUT ORILLIA

With a population of 32,000, Orillia is a sustainable and creative city that leverages its core strengths: a lively and historic downtown, exciting growth, and vibrant waterfronts along two lakes. Orillia is located one hour north of the GTA and offers affordable living alongside major employers like Lakehead University, Georgian College and the Ontario Provincial Police headquarters. Orillia offers an excellent quality of life with four-season recreation and cultural opportunities for every age including an impressive parks and trail system, festivals, galleries, music and live theatre. Located in the heart of Orillia and Lake Country is a great place to live, work and explore.

POSITION OVERVIEW

SUMMARY

Reporting to the Chief Administrative Officer (CAO), the Director of Business Development provides leadership, overall direction, management and administration of functions associated with business development, culture and tourism.

Provides leadership and management including staff development, performance management, coaching/mentoring, recruitment and retention as well as assesses and plans departmental staffing and budget needs.

KEY RESPONSIBILITIES

Business Development

- Oversee the Business Development Division including ongoing implementation and maintenance of an effective Business Retention and Expansion program by maintaining a database of commercial and industrial businesses, identifying retention and expansion opportunities, providing research and resources, and connecting contacts to relevant support programs and services.
- Ensure staff work closely with local and regional organizations such as the Orillia Business Improvement Area, Orillia Area Community Development Corporation, Orillia Manufacturing Association, Orillia and District Chamber of Commerce and Orillia District Construction Association, Georgian College and Lakehead University, etc. to support regional development initiatives.
- Direct, manage and lead the City's effort to promote and pursue opportunities for attracting businesses and industries to locate in Orillia. Develop proposals and provide criteria for potential new businesses regarding sites, partnerships and opportunities for development.
- Establish a program to attract new business to Orillia.



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- Maintain effective and co-operative liaison with Council, other municipal departments, government agencies, post-secondary institutions, and local representatives of business and industries. Prepare reports, make recommendations/presentations and attend Council and Council Committee, community groups, public and/or other meetings, as required. Act as a staff resource for Council-appointed Committee regarding economic development program issues.

Strategic Initiatives

- Act as a strategic advisor to the CAO.
- Conducts research, prepare briefing notes, and compile presentations for the CAO.
- Work with the CAO, Senior Leadership Team (SLT) and Council to develop the corporate strategic planning framework and process.
- Monitor the implementation of the corporate strategic plan, related departmental objectives and actions, and alignment with key strategic priorities. Meet with SLT and CAO to review progress and prepare reports for Council.
- Provide leadership, coordination, and advice on organization-wide strategic initiatives and administrative/inter-municipal projects. Ensures delivery of strategic initiatives.

Culture, Tourism and Events

- Review, prepare and submit grant approval applications, as required.
- Oversee the Culture, Tourism and Special Events Division and provide strategic direction and administration of its various functions, including cultural programming and development and tourism promotion.
- Provide strategic direction on the development and implementation of the Tourism Strategy including branding and wayfinding, which includes implementing new methods to promote the City as a tourist destination in partnership with area tourism partners.
- Oversee the development and execution of a visitor information services strategy that coordinates with the City's tourism providers and those businesses benefiting from tourism activity.
- Provide oversight on the administration of the Municipal Accommodation Tax (MAT).
- Oversee the operation and strategic direction of the two municipally-owned culture facilities – the Orillia Opera House and the Stephen Leacock Museum National Historic Site. Ensure the historical integrity of both sites is maintained.

General Management

- Participate as a member of SLT, provide advice/opinion/counsel to CAO in corporate decision-making and on sensitive/controversial issues; lead and/or participate on corporate project teams.
- Provide leadership, coordinate and direct departmental managers in the preparation of strategic and annual business and work plans, major policies and service level standards for the departments.



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- Direct supervision of staff and oversee the supervision of all staff within the Department. Conduct performance management/review, assist staff by coaching and mentoring, recommend training for staff development, implement health and safety policies and procedures and disciplines employees as required.
- Prepare reports/recommendations/by-laws and attend council, committee, community and other public meetings as required; makes presentations and provides advice/guidance on issues, plans, and strategies.
- Member of the Emergency Control Group.

POSITION EDUCATION, SKILLS AND EXPERIENCE:

- Post-secondary degree in a related field (e.g., business, economic development, public administration).
- A minimum of 10 years progressive management experience is preferred, which includes five years direct senior managerial experience.
- A designation in Economic Development Certification (EcD.) an asset
- Excellent verbal and written communication skills, together with strong organizational, analytical, leadership, coaching, time management, strategic planning, presentation, and management skills.
- Excellent computer skills using MS Office Suite, including Outlook, Excel, and Word, together with other application software such as Geographic Information System software, email software and the internet.
- Possess a valid class 'G' Ontario's driver's license with an acceptable driver's abstract and access to a reliable vehicle.
- A current and acceptable Criminal Record Check is required for this position at the incumbent's expense, prior to the commencement date.

Compensation for this position is \$121,993 to \$153,034 (2022 rates), plus a comprehensive benefits package. Applications will be accepted until January 7th, 2022 at noon.

Please apply by through the City's on-line portal at <https://careers.orillia.ca/>

Please view the City of Orillia's employment opportunities website for a candidate briefing package pertaining to this position <https://careers.orillia.ca/>

We thank all applicants that apply and advise that only those to be interviewed will be contacted. The City of Orillia is committed to an inclusive, barrier-free environment. Accommodation will be provided in all steps of the hiring process. Please advise the City of Orillia Human Resources Department if you require any accommodations to ensure you can participate fully and equally during the recruitment and selection process. In accordance with the *Municipal Freedom of Information and Protection and Privacy Act*, personal information is collected under the authority of the *Municipal Act* 2001, S.O. 2001, c. 25, and will be used for the purpose of candidate selection. Questions about this collection should be directed to the Freedom of Information Coordinator, 50 Andrew St. S., Suite 300, Orillia ON L3V 7T5 or call 705-325-1311.