



## **JOB DESCRIPTION**

**TITLE:                   MANAGER, ECONOMIC PROSPERITY & RESILIENCE**

**DEPARTMENT:       COMMUNITY DEVELOPMENT**

**Position Last Evaluated: N/A**  
**Job Desc. Last Updated: Jun 2021**

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### **GENERAL ACCOUNTABILITY**

Reporting to the Director, Community Development, the Manager, Economic Prosperity & Resilience, is responsible for managing the delivery of the City of Nanaimo's economic health commitments under the City's Strategic Plan, including the internal economic development function and managing the Tourism Nanaimo contract.

The Manager will use their skills to deliver the results outlined in the Economic Development Strategy, deliver on Council priorities outlined in the City's Strategic Plan, help implement the Doughnut Economic Framework and ensure external functions such as Tourism Nanaimo provide a valuable return to the Nanaimo taxpayer.

The Manager of Economic Prosperity & Resilience works extensively with the City's external economic development agency, Tourism Nanaimo, downtown business improvement associations, external organizations, institutions, and businesses to build partnerships that advance the community's economic development and tourism goals.

Performance is evaluated in terms of achieving the goals within the City's Strategic Plan, Economic Development Strategy, the City's Tourism Contract, Doughnut Economic Framework and the quality of work and service rendered to Council, senior management, the development industry, the public, and departmental users, in accordance with the City's performance management program. Only complex issues or matters of major impact are referred to the Director, Community Development.

**NATURE AND SCOPE OF WORK****Strategic Planning**

Works with senior staff from the City to help deliver, monitor and update the Economic Health pillar of the City's Strategic Plan.

Works with the external Economic Development Agency and community stakeholders to implement the City's Economic Development Strategy which defines long-term economic development goals for the Nanaimo area; monitors progress toward strategy goals.

Facilitates coordination of economic development and tourism activities across City Departments to ensure there is a coordinated approach to project delivery.

Works with senior City staff to monitor, evaluate and update the City's Doughnut Economic Framework on a regular basis.

**Economic Development**

Works closely with the City's external economic development agency to ensure a coordinated and seamless approach to economic development delivery across the community. This includes developing a clear work plan for economic development delivery with roles, responsibilities, timelines and deliverables based on recommendations from the Economic Development Function Service Review.

Works with the external economic development agency to implement and manage a Business Retention and Expansion program that identifies obstacles to business development and opportunities for growth; works with City staff, business, and community organizations to find appropriate solutions to problems; develops and implements strategies that contribute to a positive business environment.

Works with potential business investors to provide information about Nanaimo's workforce, transportation and communications infrastructure, training and research facilities, real estate, and local business support programs, and other details relevant to their needs.

Manages the City's Revitalization Tax Exemption programs and works with the development community to amend from time to time to ensure maximum benefit to the community.

Manages a comprehensive community research program that provides analysis of economic issues and supports the growth of the local business base, supervises staff in the production of a Community Profile and industry sector profiles, and develops and maintains specialized databases.

**NATURE AND SCOPE OF WORK cont.**

Coordinates staff efforts around the implementation of the Doughnut Economic Framework including annual reporting and revisions as required.

Provides referrals to appropriate government and community agencies, funding programs, and workforce development programs.

**Tourism**

Works with tourism stakeholders to manage the Tourism Nanaimo contract and ensures that outcomes outlined in the contract are delivered to the City.

Attends board meetings for Tourism Nanaimo representing the interest of the City of Nanaimo.

Works with senior management to establish deliverables and amends the contract as necessary.

**Community Development and Liaison**

Represents the City publicly, ensuring that sensitive issues are handled professionally.

Builds relationships and working partnerships with local, regional, and provincial organizations, institutions, and businesses, in order to mobilize involvement, influence work plans, and advance the community's economic development and tourism goals.

Develops and maintains frequent contact and dialogue with key local, regional, and provincial contacts including government, senior elected officials and staff, senior business representatives, the media, the general public, and various organizations that have an economic development role.

Responds to media inquiries about economic development and tourism issues as directed by the City's Communications Team.

Participates on selected community boards and committees that have an economic development function.

**Planning and Administration**

Prepares and administers budgets for the economic development function; Tourism Nanaimo contract, and manages the provision of technical services and consultant contracts as required.

Responsible for managing the day-to-day operations of the Economic Development Section.

**NATURE AND SCOPE OF WORK cont.**

Plans, assigns and supervises the work of staff involved in research, analysis and reporting of information pertinent to the economic development and tourism function. Supervises contract staff and consultants.

Participates in the selection, appointment, and appraisal of staff and approval of training programs and recommends promotion, discipline, and termination as appropriate.

Provides supervision, coaching and guidance to the Economic Development staff.

Develops an annual work plan for the City's internal economic development section and monitors progress and reports accomplishments.

Provides guidance, advice and recommendations to Council on sound strategies and programs related to economic development and tourism.

Prepares proposals to secure additional external funding for key projects that support the goals of the Economic Development Strategy and Tourism Strategy.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

Knowledge of the federal and provincial government programs for business, economic development and tourism.

Thorough knowledge of local government and of applicable legislation, municipal bylaws and policies.

Ability to analyze complex data, resolve complex problems, and write clear and understandable reports to satisfy a variety of users.

Ability to interpret, advise, and provide guidance on a variety of technical matters.

Ability to support, coach, and manage staff.

Extensive experience in working with and within conflicting public interest groups and the ability to exercise mediation skills in achieving broad public objectives and programs.

Ability to communicate effectively with members of Council, other staff, the development community, other agencies, and the public.

Ability to represent the City and negotiate tactfully and effectively with other agencies, the business community and the public.

**MINIMUM TRAINING AND EXPERIENCE REQUIRED**

Bachelor's Degree in Business, Public Administration, Commerce, Economics or related field.

A minimum of 5 years' related experience including 3 years in a management supervisory role in a local government setting.

An equivalent combination of education and experience may be considered.

**REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS**

Membership in, or eligibility for membership in the British Columbia Economic Development Association (BCEDA).

Satisfactory Criminal Record Check.

Possession of a valid Class 5 BC Driver's Licence.

**DESIRABLE TRAINING, EXPERIENCE AND/OR CERTIFICATION**

Local Government Administration Certificate.

**GENERAL STANDARDS**

Managers and supervisors shall ensure the health and safety of their employees by demonstrating support and participation in all aspects of the Occupational Health and Safety (OHS) Program, communicating hazards and expectations of safety, maintaining safe work areas, and assigning work to trained persons.

All employees shall take reasonable care to protect their health and safety, and the health and safety of other persons by becoming familiar with the Occupational Health and Safety (OHS) Program, following established safe work procedures, using protective equipment, and asking for training if unfamiliar with work requested to perform.

Contributes in maintaining a respectful, safe and supportive work environment that embraces diversity and where everyone is treated with courtesy, dignity and fairness.

Adheres to City policies and objectives.