



## Position Description

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**Position Title:** Economic Development Manager  
**Department/Division:** Planning & Development Services  
**Scope:** Exempt – Out of Scope

### Core Purpose of Position

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Accountable for the development, implementation and evaluation of the City of Prince Albert Economic Development Strategic Plan, branding and marketing strategy, and Business License Program.

### Major Duties and Responsibilities

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- Build positive working relationships and partnerships with stakeholder groups, business community, Federal, First Nation, local and provincial governments to promote and enable business to locate and expand in the city.
- Work collaboratively with partners, stakeholder groups, and business community to support labor force attraction, skills development, business retention, expansion, and new investment opportunities.
- Prepare and update the Community Profile, Economic Profile, and the annual business plan of the department to ensure it is current, aligns with the priorities of Council, and objectives in the City of Prince Albert Economic Development Strategic Plan.
- Implement the city's branding and marketing strategy through the preparation and dissemination of promotion materials via new smart e-tools, social media, the City's web site, and business networks.
- Evaluate local business sectors to identify and assess potential gaps in the market and prepare promotion materials to identify new business opportunities in the city.
- Represent the City at trade shows, conferences, business symposiums, and economic development associations.
- Review the efficacy of city policies, incentives, and approval processes to enable business retention, expansion, and investment to create a vibrant, local economy.
- Manage and supervise staff, coordinate consultants, and liaise with internal and external stakeholders to achieve the key deliverables of city's economic development objectives.
- Prepare, implement, and monitor economic development strategies, work plans, and budgets to promote sustainable economic development in the city.
- Identify, gather, and analyze market indicators to set, measure, and monitor economic development activities identified in the business plan of the department.
- Provide information, expert advice, support, and general direction to business, investors, social profit agencies, municipal and elected officials to achieve the city's economic development objectives.
- Provide an economic development perspective to inform the preparation of new city plans, policies, and local area re-development plans to ensure economic development interests and obstacles are addressed.

- Liaise with local business to assist with the expansion, revision, and/or relocation of their business in the city.
- Identify resources available to local business to seek funding for economic development initiatives, activities, and programs.
- Provide liaison for industrial promotion and development problems with senior government and maintain information regarding government programs to assist business development.
- Follow the Act, Regulations, and policies as they relate to Occupational Health & Safety, the Local Authority of Freedom of Information and Protection of Privacy Act.
- Treat all third party and privileged business information as confidential.
- Any other related duties as assigned.

## **Key Behavioural Competencies**

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### Communication

- Communication, written or verbal, is clear, concise, direct and purposeful
- Listens actively and fosters two-way communication.
- Seeks to understand before being understood.
- All communication with peers, superiors and subordinates is respectful and appropriate to the situation.

### Customer Centric

- Demonstrates a customer centric approach in performance of duties.
- Demonstrates development and maintenance of strong working relationships, internally and externally, as required to effectively perform duties.
- Demonstrates effectiveness in dealing with the public in adverse situations in a professional constructive manner.

### Judgment/Problem Solving

- Demonstrates ability to identify and assess various options to determine a course of action appropriate to that time and place.
- Demonstrates ability to project consequences and assess potential risks of decisions made.
- Understands the breadth and depth of potential impact of decisions made.

### Planning

- Demonstrates ability to achieve specific organizational objectives by:
  - Determining specific tasks, sequence, timelines and resources to be used in order to attain those goals;
  - Effectively managing or overseeing the completion of that task according to the plan;
  - Modifies or adjust the plan or elements of the plan as required to meet the objective in a timely fashion.
- Demonstrates ability to develop & articulate plans in a clear, logical and purposeful manner either independently or in collaboration with others as the situation may dictate.

### Relationship Building and Management

- Develops and maintains an effective network of contacts as sources of information, advice, support or collaboration on projects.
- Develops, manages and maintains relationships with Department Heads, City Council, Community Groups, co-workers and the public in an effective and professional manner.
- Demonstrates an ability to work in a collaborative fashion with the maintenance of productive working relationships as a primary focus.

**Results Oriented**

- Focuses efforts on achieving quality results consistent with the expressed needs of the City of Prince Albert.
- Looks for ways to improve performance and effectively utilize resources.

**Qualifications (Education, Training, Experience)**

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- University degree in a related discipline is preferred. Consideration will be given to a combination of education, business management, and/or consulting experience with an accreditation in Economic Development.
- A proven track record in community economic development including 5 years of experience in municipal management and/or entrepreneurial business setting demonstrated by a solid record of accomplishment and experience.

**Key Knowledge, Technical Skills and Abilities**

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- A strong foundation in economic and community development including business and strategic planning, relationship building, marketing, communications, entrepreneurship, business processes, financial planning, and investment attraction and retention.
- Ability to engage and facilitate stakeholder consultations to achieve decision-making.
- Experience managing multiple projects and complex issues in an environment of change. The ability to adapt quickly and positively.
- Strong leadership, communication, and negotiation skills.
- Ability to handle a wide range of complex issues under stressful circumstances.
- Ability to establish rapport and credibility with internal and external stakeholders including elected officials, corporations, business and community groups and individuals.
- Comfortable presenting to groups and facilitating community and business meetings.
- Working knowledge of Microsoft Office – Outlook, Word, Excel, and PowerPoint.
- Must hold and maintain a valid Driver’s License.

**Organizational Relationships**

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Reports To: Director of Planning & Development Services  
 Supervisory Responsibility: Yes No  
 Direct Reports: 1-3 4-7 8 or more

**Profile Review Information**

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Date Profile Last Reviewed: December 14, 2022