

# Job Vacancy

**Position:** Manager Business Attraction  
**Job Posting:** 005-005-2021  
**Department:** CDES  
**Division:** Economic Development  
**Status:** Full Time

**Wage Range:** \$77,186 - \$91,896  
**Job Class:** 5 (under review)  
**Shifts:** 35 hours/week  
**Posted:** January 13, 2021  
**Closes:** January 20, 2021 4:30pm

## Purpose:

- Development and management of trade strategies/international investment attraction programs and marketing strategies; including key sectors of ICT, Digital, Clean Tech and Energy.
- Consult with businesses, government stakeholders and partners to gather intelligence and develop strategies to create opportunities.
- Attract new firms and investment to the community.

## Primary Duties and Accountabilities include, but are not limited to:

- Provide input to annual plans and execute international programs and services; identify new business development opportunities.
- Identify new market opportunities in various sectors and make recommendations to the Director.
- Develop client prospects and manage the business development process to a successful close in targeted sectors identified in the Division plan.
- Complete work plans, manage budgets, and project schedules and reports for the Director.
- Negotiate and manage contracts with consultants and vendors for marketing national and international programs and other activities; coordinate the placement of advertisements and media campaigns.
- Manage plans and execute market research and the development of information tools, reports and other products for the community.
- Define and implement strategic marketing campaigns and social media campaigns and/or products to attract investment and promote Sault Ste. Marie.
- Initiate and build networks and maintain relationships with international companies, government agencies, senior levels of government, as well as business and community organizations.
- Attend conventions, trade shows, and trade missions to attract new business
- Manage, plan, and implement outreach strategies, (e.g. trade missions, trade/cooperation agreements and trade partnerships) in support of national and international economic development initiatives.
- Assist clients in obtaining access to government services and support by way of working with the client in developing plans and applications to government programs or through private sector sources.
- Provide functional direction to staff under the supervision of the Director, as required.
- Maintain client information in the corporate client relationship management system (CRM).
- Report on various activities, including annual/quarterly/monthly results and outcomes consistent with annual business plans at the end of each planning year.
- Perform other duties as assigned.

## Qualifications:

- University Degree in a related field; e.g. Business Administration, Economics, etc.
- Master's degree in Business Administration, is an asset.
- Five (5) years in economic development with an emphasis on working directly with business and project management.
- Three (3) years management, preferably in a municipal environment or not-for-profit organization.
- Experience and understanding of trade and investment programs.
- Strong working knowledge of business and the regional economy.
- Excellent written and verbal communication skills.
- Strong team player with ability to take initiative.
- Professionally sell and network.
- Excellent research skills.

**To apply for this exciting opportunity, please provide a cover letter and resume highlighting your qualifications to:**

**Email** [human.resources@cityssm.on.ca](mailto:human.resources@cityssm.on.ca)  
**Subject line** 005-005-2021 Manager Business Attraction

The Corporation of the City of Sault Ste. Marie is an inclusive employer. Accommodation is available in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, 2005.