

Director, Business Attraction

Reporting to the Chief Operating Officer, the **Director Business Attraction** develops and executes strategy and activities to attract and facilitate new investment in the Windsor-Essex region.

Major Responsibilities

- Develop strategic plan to support regional advantages, programs and initiatives that will facilitate new capital investment, technology, job creation and business growth
- Promote regional strengths through presentations of regional support services and advantages
- Support development of marketing strategy, sales materials and complete marketing plan to deliver to targeted businesses globally
- Provide support for business and investors visiting the region by conducting presentations and familiarizing tours for companies considering locating in the region
- Develop compelling sales presentations to promote and sell regional assets to new investors, tailoring sales messages to meet the specific concerns of target audiences and sectors
- Extend reach to include regular contact with site selectors globally
- Develop plans that target specific sectors to ensure a high level of awareness of the region as the best location for future investments

Detailed Position Responsibilities

- Analyze and inventory current industries that may complement new investment and target potential investors based upon existing market base
- Enlist private sector partnerships when appropriate to attract new investment into the region
- Identify appropriate funding and incentive programs
- Promote regional strengths to ensure that potential investors have significant and compelling data to support a decision to locate in the region
- Develop compelling comparative site data to sell regional assets
- Develop effective presentations tailored to client needs that will ensure they view Windsor-Essex as the best alternative for investment
- Participate in market development strategy and plans for attracting investment to the area
- Respond to requests for information and assistance with respect to programs and opportunities
- Maintain key relationships with the development, commercial real estate and site selection community to further the region's recruitment objectives
- Market and promote region's Economic Development Program, initiatives, and opportunities
- Coordinate with local, provincial and federal agencies to identify appropriate support for new venture and opportunities
- Liaise with local business groups, industry associations, chambers of commerce and economic development officers at a local level

Education/Skills

- University Degree in Business Administration, Political Science, Economics, Manufacturing Engineering or other relevant education
- 7-8 years of experience in management positions in the public or private sector
- Working knowledge of the Ontario Municipal Act, municipal affairs and real estate knowledge
- Strong interpersonal skills combined with demonstrated project/time management, organizational, analytical, research communication (written, oral), report writing, negotiation, administrative, problem-solving, public relations and public speaking
- Ability to deal effectively and discreetly with all levels of staff, board members and the public
- Ability to think and act strategically in a political and community service environment, and to foster and contribute to a positive, productive work environment
- Proficient in Windows and Microsoft Office applications, presentation and database software
- A Valid Class G driver's license in good standing and a reliable vehicle to use on corporate business
- A criminal background check may be required

Requires

- Requires travel in Windsor and Essex County and occasional overnight and international travel
- Requires valid passport

Qualified individuals should submit their resume to

info@gamechangeoaching.com

by July 31, 2018 at 11:59 p.m.

Only those applicants selected for an interview will be contacted.

The WindsorEssex Economic Development Corporation is an Equal Opportunity Employer. Accommodation during the recruitment process is available for job applicants with disabilities. If selected to participate in the recruitment process, please inform the WindsorEssex Economic Development Corporation of any accommodation(s) that you may require.