

## **Burlington Economic Development and Tourism**

**Role: Economic Development Officer – Investment Attraction**

**Start date: March 2025**

### **What are we looking for:**

Burlington Economic Development and Tourism Burlington amalgamated January 1<sup>st</sup>, 2025. We are redeveloping our strategies and approach as a combined economic development and tourism organization. We'd like someone who is ready to join us at this exciting moment to support the redevelopment of our combined investment attraction approach. This will be a unique role that takes a collaborative approach to attract businesses and events and focuses on an integrated tourism and economic development attraction strategy.

The Economic Development Officer (EDO), Investment Attraction will be a primary point of contact for new businesses, investors and major events in their decision to choose Burlington. They will assist with investment inquiries, represent Economic Development's interests externally, and compile data to develop policies and processes in order to improve business conditions within Burlington that ultimately impact investment opportunities. The ideal candidate for this role will be an expert relationship manager, creative problem solver, and a demonstrated interest in economic development, real estate, FDI, and/or tourism.

### **Job Requirements**

- A post-secondary education in Business Administration, Planning, Economics, Tourism or a related field.
- A minimum of five (5) years of experience in economic development, business development, tourism or a related field.
- Knowledge of economic development principles and practices.
- A strong understanding of the fundamentals of land development and real estate.
- An understanding of local government operations and processes.
- A grasp of the local economic, cultural, and political environment.
- A demonstrated ability to independently solve problems and seek out innovative solutions to complex issues.
- A demonstrated ability to develop strategic partnerships and facilitate the development of collaborative relationships.
- Possesses strong verbal, written communication, presentation, and interpersonal skills.
- Demonstrated analytical, time management and organizational ability.
- A proficiency in the Microsoft Office Suite of Products, CRM systems (e.g. Salesforce), and other common office programs.
- Ability to work independently and collaboratively as part of a team.

## **Role Overview**

In this role you will act as both a representative of the economic interests of the city, and as a problem solver seeking to attract new investment from multiple sources. Your responsibilities will be diverse, ranging from business development to economic research, and in securing sector-specific conferences and events to Burlington. As part of the opportunity to develop progressive skills in economic development and/or destination development, the ideal candidate will eventually be able to:

### **Act as a key point of contact for investing in Burlington**

- Develop business cases to assist businesses in their expansion and investment projects.
- Generate and manage incoming delegations to create new opportunities for Burlington, generate new investments and work with the Manager, Destination Development to drive overnight hotel stays.
- Assist and execute in the creation and presentation of pitches for new businesses, conferences and major events to the community.
- Support the Manager, Business Development and Manager, Destination Development in building relationships with the key partners to bring investments to Burlington.
- Take an active role in problem solving key issues that could limit the growth of Burlington's economy.
- Assist in compiling funding information for new businesses, organizations, and key partners.
- Reach out to form new relationships with key partners throughout Burlington.
- Facilitate effective communication and engagement with stakeholders, local business community, destination partners and investor clients, ensuring a robust and informed network
- Work with economic development and tourism, as well as external partners, to both design and execute event attraction strategies

### **Work with partners to deliver a competitive investment attraction experience**

- Coordinate with the Manager, Customer Experience (City of Burlington) to ensure high priority files are resolved quickly in alignment with agreed upon inter-departmental criteria.
- Work with external partners to solve issues on key files as they arise.
- Identify new partnerships that will benefit economic development and tourism and the City of Burlington.
- Support site selections through efficient data compilation, coordination of tours,

and promptly respond to inquiries

### **Data management and reporting**

- Input all business interactions into our CRM and monitor for trends.
- Assist other staff in developing economic research, stakeholder communications materials and newsletters, business cases, and inform policy positions as needed.
- Participate in the development of economic development strategies, objectives and long-range plans for a unified investment attraction and retention program.
- Prepare research and reporting to assist in advising key stakeholders on the economic conditions of the city and determine solutions to key problems facing our economy.

### **EMPLOYMENT TERMS:**

- Competitive health and dental benefits provided
- This position is eligible for OMERS pension.

### **WORK ENVIRONMENT:**

35-hour flexible work week, hybrid office/work-from-home structure with at least 2+ days in office per week. Site visits to partners and businesses are also to be expected. Must provide own transportation. Some evening and weekend work may be required.

### **HOW TO APPLY:**

Please send your resume and cover letter to [invest@burlington.ca](mailto:invest@burlington.ca) by **February 28, 2025**.

### **ABOUT BURLINGTON ECONOMIC DEVELOPMENT AND TOURISM:**

Burlington Economic Development and Tourism is the economic development and destination management organization for Burlington, Ontario. We drive Burlington's economic prosperity by attracting new investments, supporting the growth of local businesses, and promoting the city as a vibrant destination for visitors. Through collaboration with businesses, tourism operators, and partners across sectors, we enhance Burlington's profile as a thriving business hub and welcoming destination. Our efforts focus on fostering sustainable growth, delivering exceptional customer experience, and contributing to the city's long-term economic vitality.