

Manager of Economic Development

Title: Manager of Economic Development
Reports to: Director of Development Services
Department: Development Services
Classification: Exempt

Main Purpose and Function

Reporting to the Director of Development Services, the Manager of Economic Development is responsible for leading the Town's economic development program by planning, implementing, and managing strategic initiatives that stimulate economic growth, investment, and community vitality. This position guides and evaluates long-term economic plans, oversees major business retention and attraction strategies, and represents the Town in partnerships with public and private stakeholders. The Manager plays a central role in aligning economic development with Council's strategic priorities and the Town's Official Community Plan.

Major Accountabilities

1. Leads the development and implementation of economic development strategies, policies, and programs that support business retention, attraction, and expansion including the creation, implementation, and revision of the Economic Development Plan.
2. Oversees day-to-day activities of the economic development function, including supervision of staff or contractors as required.
3. Establishes strong working relationships with the business community, Indigenous partners, regional agencies, investors, and other stakeholders.
4. Coordinates cross-departmental collaboration to streamline economic development projects, including land development, permitting, and investment readiness.
5. Provides leadership in identifying and recommending the acquisition of strategic land assets that align with Council's long-term development priorities, investment objectives, and economic development plans.
6. Guides the preparation of economic analyses, feasibility studies, funding proposals, and investment attraction materials.
7. Represents the Town at industry events, trade shows, conferences, and in media or public engagements related to economic development.

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8. Leads the preparation and management of the economic development budget, including monitoring expenditures and identifying funding sources.
9. Oversees public engagement activities related to economic planning, including consultations, surveys, and workshops.
10. Monitors and evaluates program effectiveness, identifies emerging trends, and provides regular reporting to senior management and Council.
11. Ensures effective marketing, tourism, and other community promotional campaigns are delivered through contractors or other staff.
12. Supports workforce development initiatives in partnership with education and training providers.
13. Perform other related duties as required and participate in the Emergency Operations Centre as and when required.

Qualifications

- Post-secondary degree in Business Administration, Economics, Planning, Economic Development, or a related field.
- Minimum of five (5) years of progressively responsible experience in economic development, with at least two (2) years in a supervisory or leadership capacity.
- Demonstrated success in designing and delivering economic programs and services in a local government or public sector setting.
- Experience working with regional development agencies, First Nations governments, and business organizations.

Other Requirements

- Able to sit at a desk for prolonged periods of clerical and computer work.
- Exceptional knowledge of economic development theories, strategies, and legislation relevant to British Columbia.
- Familiarity with the economy, industry trends, and opportunities in Smithers and Northern British Columbia.
- Superior communication, negotiation, and presentation skills.
- Proven ability to manage complex projects and budgets.
- Politically astute with strong decision-making and problem-solving skills.
- Valid Class 5 BC Driver's License.

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- Ability to work evenings and weekends as required for community engagement and events.

Approved by:



Town of Smithers

Agreed to:

Employee Signoff

Dec. 22, 2025

Date

Date