



**Senior Manager, Economic Development**  
for  
**Town of Whitby**



**Position Profile**

**September 2020**

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# Introduction

I am delighted to present this Position Profile for the Senior Manager, Economic Development position prepared on behalf of the Town of Whitby and the Search Committee who seek a candidate with an innovative and progressive attitude, solid business development abilities and extensive public sector experience.

The Position Profile includes background information on The Town of Whitby, Duties and Responsibilities and an ideal candidate profile.

Please feel free to contact me if you require additional information about the position or need clarification on any aspect of the search process. Additional information about The Town of Whitby can also be found at [www.whitby.ca](http://www.whitby.ca)

On behalf of Legacy Partners and The Town of Whitby, I would always like to thank you for your interest in this position and assure you of my prompt and fullest attention.

Yours Sincerely,



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# Town of Whitby: Background

In Whitby, we are dedicated to our work, our community, and each other. We work hard, we have fun, and we celebrate our successes.



The Town of Whitby is a community in transformation that is located in the heart of Durham Region in the eastern Greater Toronto Area. Whitby is the second-largest municipality in the region and one of the fastest-growing communities in Canada. Located on Lake Ontario and only an hour east of Toronto, the population of Whitby is expected to grow from approximately 140,000 to almost 200,000 by 2031. Whitby's Official Plan has been updated to establish new directions for Whitby's planned growth and development; the protection of our natural and built environments; urban design intensification;

sustainability; community improvement; and new employment within this time frame.

The Town of Whitby combines a small-town atmosphere with the sophistication and amenities of a larger urban centre. Whitby boasts two beautiful heritage downtowns, one of the finest recreational harbours with an award-winning marina, year round sports and recreation activities, parks, trails, and a robust arts and culture scene, all of which are part of the extraordinary amenities that Whitby residents enjoy every day.

Whitby has an exciting and aspiring future, with a community that is welcoming, growing and transforming. On our team, you can expect to make a difference through your work and have a direct impact on shaping our growing community. Creating an inclusive environment where employees experience job satisfaction and have rewarding careers is important to us. We live our values and foster a culture of collaboration, accountability, respect and engagement where people enjoy coming to work.

We want to be the preferred employer for the most talented people who care about the Town of Whitby and are excited and proud to serve our vibrant community.

Let's grow together.

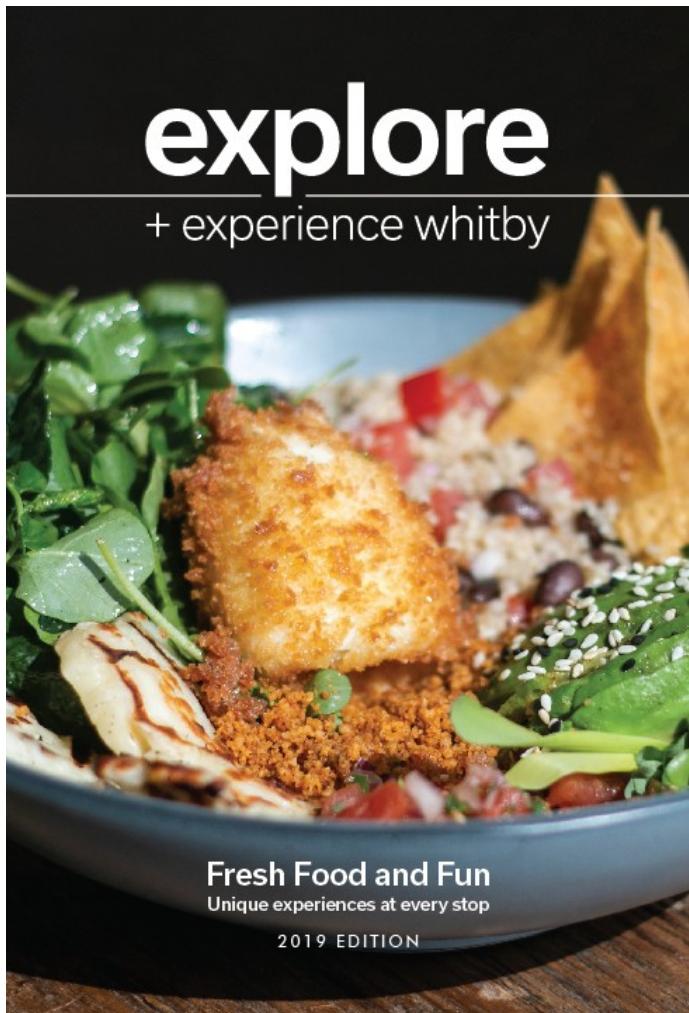
## About Whitby:

**Whitby** is a town in Durham Region. Whitby is located in Southern Ontario east of Ajax and west of Oshawa, on the north shore of Lake Ontario, and is home to the headquarters of Durham Region. It is approximately 20 km (12 mi) east of the Toronto borough of Scarborough, and it is known as a commuter suburb in the eastern part of the Greater Toronto Area. While the southern portion of Whitby is predominantly urban and an economic hub, the northern part of the municipality is more rural and includes the communities of Ashburn, Brooklin, Myrtle, and Myrtle Station.

In 1968, the Town of Whitby and Township of Whitby amalgamated to form the current municipality. Planning for the construction of a town hall intended to centralize municipal staff working in satellite offices began in 1970 under Mayor Des Newman. Construction began on the Raymond Moriyama designed building in 1975; it was opened by Mayor Jim Gartshore on January 8, 1977.

Municipal boundaries were not changed during the 1974 formation of Durham Region and remain to this day. Today, Whitby is the seat of government in Durham Region. It is commonly considered part of the Greater Toronto Area, although statistically it belongs to the greater Oshawa Metropolitan Area. They are both in the eastern part of the Golden Horseshoe region.





## Discover Whitby

### Discover Whitby

We welcome you to explore Whitby's amazing landscapes, [cultural activities](#) and amenities, and [historical roots](#). Stay at one of our reputable [accommodations](#) or experience the shops and attractions in our two heritage [downtowns](#).

Savour the flavours of all four seasons at Whitby's many [dining](#) and [shopping](#) establishments. From May to October, our farmers welcome you to pick produce on their farms or you can visit them at the [Whitby Farmer's Market](#).

Stroll the streets or take one of our many [heritage](#) walking tours, visit the [Port Whitby Marina](#), or engage in the many [sports and recreation](#) opportunities available, including learn to sail lessons. Visit [getting around](#) or [getting here](#) for transportation options around the Town and for directions.

If you are new to the community or just here for a short while, you can get a glimpse of all that the Town has to offer by visiting our [Community Calendar](#) or by viewing one of our [photo galleries](#). Discover our many Youth Events and [Special Events](#) held year round for the entire family.

**Discover Whitby - there is something for everyone.**

## Parks, Trails and Facilities

The Town maintains 125 parks with 950 acres of active parkland, over 1000 acres of passive open space and beaches, and approximately 60 kilometres of trails. They are wonderful places to stay active, relax and enjoy in your leisure time.

## Beaches

Feel like a day at the beach? Whitby's scenic location on Lake Ontario makes it the ideal place to relax on a beach yet enjoy amenities close by like the Port Whitby Marina, shopping, and restaurants.

Iroquois Beach Park, located across from the Port Whitby Harbour, has a lengthy sandy shoreline and plenty of green space for walking, enjoying a picnic or throwing a frisbee. You can enjoy the views along Lion's Promenade near Whitby Harbour - the perfect place for a morning jog or evening stroll.



## Education

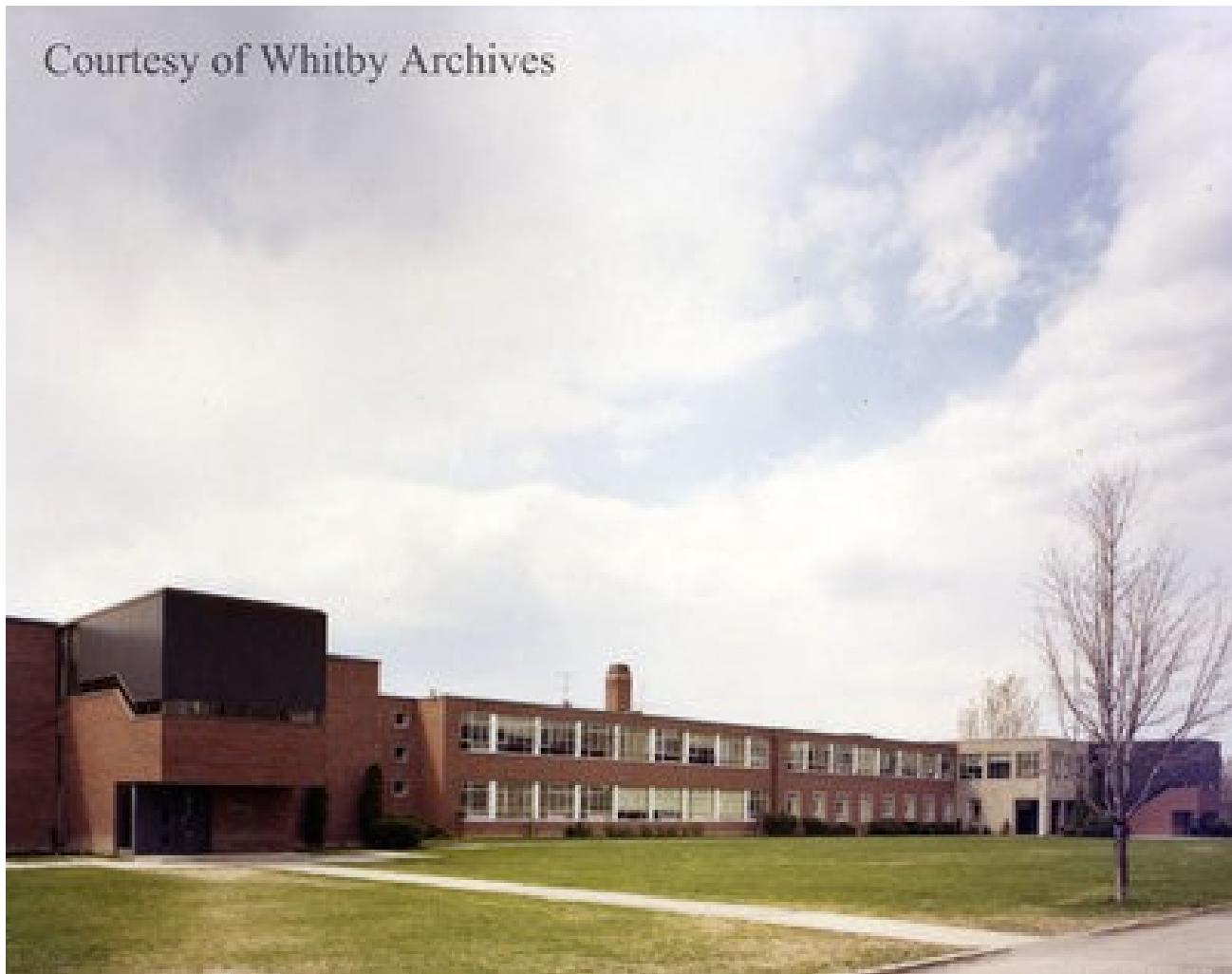
Whitby has a highly developed standardized public education system. Public schools and Catholic schools are publicly funded. They are paid for through the Ontario Ministry of Education and are operated by Municipal Boards of Education. In Whitby, students attend elementary and secondary schools within the public education system.

Other educational facilities in Whitby include private schools, special needs schools, a community college and skills training centre.

- Elementary Schools - In Whitby, there are both public and Catholic elementary schools, many of which offer French immersion programs.
- Pre-schools - The pre-schools in Whitby offer programs for students starting from the age of 2-1/2.
- Post Secondary Schools - Whitby offers plenty of options for post secondary education. Durham College provides top quality community college programming within a modern applied learning environment. Whitby is home to the Durham College Skills Training Centre.
- Private Schools - Private schools in Whitby offer the optimum in education. There are several private schools in Whitby, including one of the oldest girls' schools in Canada, Trafalgar, that attracts students from all over the world.
- School Boards - Whitby has a public-school board and a Catholic school board, as well as a French language school board.

- Secondary Schools - The public and Catholic boards in Whitby both provide secondary school education. There is also a virtual high school that offers online high school credit courses and continuing education programs.
- Special Needs Schools - Whitby offers education opportunities to students with special needs.

[Academy for Student Athlete Development](#) - Durham District School Board (DDSB) works in partnership with the [Academy for Student Athlete Development \(ASAD\)](#). ASAD is for secondary school student-athletes in high performance sports or those training to compete at provincial and national levels. ASAD helps student-athletes at these high levels of competition and performance athletically, academically and psychologically.



# Town of Whitby Strategic Plan

The Town of Whitby developed its first Business Plan and Corporate Strategic Plan in 2019. The [Business Plan](#) is the roadmap for how the Town of Whitby will operationalize its Corporate Strategic Plan (CSP) and achieve its CSP strategic priorities and mission of “together we deliver services that make a difference in our community.” The Business Plan highlights the importance of Economic Development to Council, the Corporation and the community as it is one of six themes and the development of an Economic Development Strategy is one of the action items.

The [Corporate Strategic Plan](#) establishes our Mission, Vision, Strategic Priorities and Values and achieves the following outcomes:

- Provide a clear and consistent focus on a common set of organizational priorities;
- Serve as a framework for driving a progressive organizational culture;
- Increase collaboration across and throughout the organization; and,
- Guide decision-making, including those related to the allocation of resources across the organization.

## Mission

Together we deliver services that make a difference in our community.

## Vision

Inspiring excellence through a culture where everyone is valued and respected.

## Strategic Priorities

1. People: We will foster an inclusive environment where employees can experience job satisfaction and rewarding careers.
2. Organization: We will be a high performing, innovative, effective and efficient organization.
3. Customer: We will provide a consistent, optimized and positive customer service experience.

## Core Values

"WE CARE" (Whitby Employees Care)

- [Collaborative](#): working together to achieve better outcomes
- [Accountable](#): being responsible for my actions and for living our values
- [Respectful](#): treating each other with mutual respect
- [Engaged](#): being an active participant to make this a great place to work

The [Corporate Strategic Plan](#) will also serve as the framework to guide the development of Business Plans, Work Plans, other strategies and the annual operating and capital budgets.

# Position Summary:

## What You Will Get to Do

The successful candidate will have a positive impact on our corporate culture by demonstrating the Town's CARE core values (Collaborative, Accountable, Respectful, Engaged) through daily interactions with individuals at all levels of the organization, external contacts and elected officials.

By effectively building positive rapport and relationships both internally and externally, the successful candidate will help us achieve our mission that together we deliver services that make a difference in our community.

Reporting to the Director of Strategic Initiatives in the Office of the CAO, the Senior Manager of Economic Development oversees all aspects of the Economic Development team and portfolio, and is responsible for creating a new, progressive vision and strategy that will drive business expansion and retention in the Town of Whitby. Through bold vision and keen strategic direction, this future-focused position will forge strong relationships with stakeholders and the business community to advance the economic prosperity and vibrancy of the Town of Whitby, and deliver on key goals for the Office of the CAO.

### Key Responsibilities

- Leads the development, approval and implementation of the long-term Economic Development Strategy, with the goal of creating a diverse, sustainable economy that provides employment opportunities to enhance the quality of life for its business community and residents.
- Manages and oversees all of the Economic Development programs including: the business retention and expansion (BR&E) initiative; investment attraction; innovation district support; enhanced customer service and advisory support and sponsorship and advertising. Also provides strategic direction for downtowns, cultural and tourism initiatives that serve as economic drivers.
- Provides leadership and management for Economic Development staff including staff development, performance management, coaching/mentoring, recruitment and retention as well as assesses and plans divisional staffing needs.
- Develops and maintains strong working relationships with economic development agencies and associations, other levels of government, and universities/colleges as it relates to business attraction, development and retention initiatives.
- Involvement includes working on external boards, committees and special task forces. Strategic partners include, but not limited to, Durham Region Economic Development Partnership, Durham Entrepreneurship Ecosystem Forum, 1855 BDO Accelerator, Downtown Whitby BIA, Spark Centre, Business Advisory Centre Durham, local Chambers and Boards of Commerce, Toronto Global, Provincial and Federal Government agencies and ministries, Ontario Tech University, , Durham College, Trent University, Canadian Consulates, etc.
- Manages the development of all collateral marketing material and oversees the updates and maintenance of all information contained within the marketing materials, economic development webpages and on-line site search functions.
- Delivers presentations to businesses, developers, industry associations, site selection consultants and real estate firms about the municipality and opportunities for investment.
- Manages all investment leads and works in conjunction with staff in researching appropriate land development sites and facilities for clients.
- Participates on Departmental and Corporate strategic initiatives, special projects and committees to meet the long-term goals and objectives of the Corporation.

- Coordinates the preparation and presentation to Council/stakeholders on economic development studies and reports.
- Develops and administers the division's annual operating and capital budgets, tracks variances and makes recommendations for adjustments to the budgets as required.
- Prepares memorandums and reports as the subject matter expert on Economic Development matters to keep the CAO and Council informed, and to receive approval for the direction of the division. Assists with presentation of reports to Council as necessary.

Represents the Town of Whitby in a progressive and professional manner and acts as a liaison between local businesses and other municipal corporate departments on matters that effect business development.



# The Ideal Candidate:

An ideal candidate for the Senior Manager, Economic Advancement position is a bold and dynamic leader that will lead the future of economic growth at the Town of Whitby. The Town of Whitby needs an enthusiastic, innovative and visionary team player that understands what it takes to build a vibrant and sustainable community.

As an ideal candidate, you will be a self-starter that can thrive in a fast-paced environment. You will use your extensive knowledge and experience in the field in order to navigate through complex challenges and recommend innovative solutions. You are a strategic thinker with high energy, who is excellent at sharing a vision and moving people to action. You place a high value on being a team player, and know that by activating and empowering others, you fuel passion and high performance.

You are someone that people gravitate toward, and you skilfully establish and maintain positive relationships with diverse groups of people. By making partnerships a priority, you are able to align and integrate multi-faceted plans that enable you to collaboratively achieve goals. Trying something new does not intimidate you. You are resilient and being in an environment where there is a lot of growth and change excites you.

## What You Bring to Our Team

As the successful applicant, you must possess:

- University degree in economic development, business, or planning; or equivalent combination of education and progressively responsible work experience. Economic Development Certification is an asset.
- Minimum seven (7) years of management experience in economic development in municipal government or broader public sector environment, or equivalent.
- Visionary and dynamic leader with ability to think strategically. An ability to create a concept and break it down to measured achievable goals.
- Well-developed oral and written communication and presentation skills. Proven experience in presenting in front of Council and/ or other decision-making authorities.
- Proven ability in writing strategic plans as it relates to economic development.
- Possess proven financial management and budget skills.
- Strong interpersonal, leadership and team building skills, coaching and mentoring capabilities; ability to work and lead in a unionized environment.
- Ability to be a self-starter, multi-task and deal with various demands and deadlines.
- Management skills to interact professionally and effectively with the CAO, Council and external members of the community, business, customers and other levels of government.
- Analytical problem solver and capable of identifying alternate solutions and view solutions from many perspectives.
- Ability to function both independently and as a member of a multi-disciplinary team to achieve desired results.
- Possess a demonstrated knowledge of business development.
- Ability to effectively use Microsoft Office, On-Site; Excel, and other economic development software tools as required.
- Maintain a class G driver's license.

## **Key Leadership Competencies (Soft Skills)**

- **Effective Communicator/Relationship Builder**
  - “Selling” rather than “telling” communication style
  - Strong, approachable, and persuasive communication skills, accessible to the public, Council and staff. Experience working with committed, vocal individuals, providing a calm tone while influencing others as resolutions and agreements are reached.
  - Making connections with people, motivating and inspiring them to achieve results. Poise and an engaging communication style based on natural warmth and enthusiasm is the key to achieving the goals of this job.
  - Regularly meeting and proactively establishing relationships with new groups.
  - Demonstrated experience developing positive work relations with staff, elected officials, and colleagues.
- **Managing and Measuring Work**
  - Able to lead strategic economic development initiatives and priorities, develop effective economic development plans, establish schedules, and to direct the plan and execution of work.
  - Able to communicate the connections between job tasks and the economic development plan and other important priorities so everyone understands the priorities and the “why”.
  - Ensures objectives are achieved through effective staff management. Ensures deliverables and timelines assigned to individuals and collective teams are met. Ensures implementation plans and milestones are in place and being tracked. Understands, promotes and uses work plans well to organize and monitor the work that needs to be accomplished.
  - Is effective at attending to both the short term and long-term deliverables.
  - Distributes the workload appropriately among the different individuals and areas.
- **Customer/Public Focus**
  - Monitors quality of service delivery and identifies needs, wants and expectations internal and external customers. Able to improve or modify service delivery in a financially prudent and resource-appropriate manner.
  - Establishes and maintains effective relationships with the business community, key stakeholders and public.

- **Operates with Integrity, Composure and Interpersonal Savvy**
  - Is trusted as a leader; maintains confidence amongst staff members.
  - Has proven accountability and problem-solving skills.
  - Can diffuse even high-tension situations effectively.
  - High level of political acuity and emotional intelligence
- **Motivating Others**
  - Can build rapport with different types of individuals and encourages collaboration and invites input; can quickly find common ground and solve problems for the good of the group.
  - Can assess what motivates different types of people and adjusts assignments accordingly, as appropriate.
  - Gives regular and meaningful feedback in effective ways.
  - Proven and caring leader that can develop their team and serve as a mentor to help them become their best
- **Dealing with Paradox / Ambiguity**
  - An analytical, responsive individual who responds quickly and appropriately when situations occur, drawing on creative and flexible abilities.
  - Can decide and act in a timely fashion – even without having the complete picture.
  - Is effective in managing risk and uncertainty.
  - Despite having to operate with many unknowns, is able to make sound decisions using corporate strategic plan, values, and experience when making decisions.
  - A decision maker who values input, listens to it, seeks consensus but will also make the decisions when they are required, ensuring that they are carried out.
  - Is very flexible and adaptable.
  - Can combine seeming opposites (e.g., compassionately tough; stand up for self without trampling others; set strong yet flexible standards).
  - Able to implement change in behaviours, assumptions and beliefs and prepare staff to embrace change.

## What We Offer You

- Salary Range: 116K- \$ 136K (2019 rates).
- A comprehensive benefits and pension program to ensure that your total compensation package addresses both your work and life needs.
- Flexible work arrangements allowing you to manage your priorities and your time effectively.
- An organization that prioritizes work culture and is committed to ensuring the employee experience is positive and fulfilling.

## We are an Equal Opportunity Employer

At the Town of Whitby, our values guide everything that we do. We celebrate our differences, which is why we are committed to building an inclusive and barrier-free environment for our team. If you need a specific accommodation during the recruitment process, please let us know, and we will be happy to provide. Any information received relating to accommodation will be addressed confidentially.

Acknowledgement will only be forwarded to those applicants who are invited for an interview.

Personal information provided is collected under the authority of The Municipal Act, 2001 and the Municipal Freedom of Information and Protection of Privacy Act.

## The Timeline

The position of Senior Manager, Economic Development has become available due to a retirement, and the Town of Whitby is looking to make an appointment at the earliest opportunity.

I trust this Position Profile has enabled you to decide whether the position of Senior Manager, Economic Development at the Town of Whitby is one that interests you. If you wish to be considered for the position, please forward a cover letter and your resume by email to Kartik Kumar at [whitbyedm@lesp.ca](mailto:whitbyedm@lesp.ca). The application deadline is October 30th, 2020. Please be assured that any information shared with Legacy Partners will be treated with the strictest confidence and shared only with the client for the purposes of this search.

**Thank you once again for your interest.**