

City of Burlington

Chief of Business Development

Roles & Responsibilities

- Seek out and attend external events to represent the City of Burlington as a place to locate/grow a business and build relationships with the broader business community in Ontario and beyond
- Be the primary liaison/partner with the team at the BEDC
- In concert with the City of Burlington marketing & communications team, and BEDC partners, support the development of a clear vision and related branding for the attraction and retention of new businesses to Burlington
- Act as the key liaison for business-related issues with partner organizations including Burlington Chamber of Commerce, MTO, Conservation Halton, Halton Region, Burlington Hydro, Niagara Escarpment Commission and any related City of Burlington departments
- Review new applications daily to identify those that are of high value/impact to the City's economic well-being and put them on a high priority watch list, updating the Mayor and City Manager weekly
- Review the status of all existing applications on a daily basis to identify those experiencing delays and road blocks and pull in the right people to move past them in a timely manner, updating the Mayor and City Manager weekly
- Own the business attraction/application progression dashboard and report it weekly to the Mayor, City Manager, City Council and City of Burlington leadership team, and BEDC
- Oversee monthly SME drop-in sessions
- Oversee the continued updating and evolution of City of Burlington business-related digital/print marketing and information assets in partnership with City of Burlington marketing teams
- Oversee the creation and execution of business-related marketing and awareness campaigns and web content in partnership with City of Burlington marketing teams
- Oversee any additional surveys, town halls or public outreach that further supports continued process improvement and business attraction
- Advise Council on unnecessary regulations or red tape being applied and seek to remove it.
- Ensure consistency in application of regulations across relevant staff members.
- Clarify the difference between changes that are required via regulatory mandate vs those that are just "recommended" and ensure applicants know the difference.

- Review department structures to ensure we have Subject Matter Experts in key areas who can be assigned to related applications/files, including commercial, large industrial, small residential, heritage planning, agricultural, etc. so that the right people are bringing the right expertise to the right files