



Job Specification

Position Title: MANAGER, TRADE, INVESTMENT AND STRATEGIC SECTORS - REVISED

Job Code: MCP - General Administration AM-21, AGA21

Job ID: 11075

Purpose of Position:

To lead, direct and manage a team of professional staff engaged in the development and implementation of strategies, policies and programs that will assist communities in transition and accelerate the growth of the strategic sectors in Northern Ontario. To provide leadership and direction to the development and delivery of a comprehensive investment attraction, trade development and marketing strategy for Northern Ontario.

Duties/Responsibilities:

- 1) Manages the development, implementation and evaluation of an investment attraction, trade development and marketing strategy that will support economic development in Northern Ontario. Works closely with other branches and divisions, other ministries and other levels of government to identify priorities, support research and analysis, develop, implement and evaluate policies, programs and initiatives that will raise the profile of Northern Ontario, promote new trade and investment opportunities, build capacity and generate investment leads. Ensures that all program initiatives are viable, cost effective and in keeping with divisional and ministry priorities.
- 2) Develops and maintains effective working relationships within the division, with other ministries and with other private and public sector partners and stakeholders as needed to achieve divisional and ministry objectives. Represents the division/branch on committees and working groups, at conferences, trade shows, familiarization tours, trade missions and stakeholder meetings. Negotiates and manages partnership agreements on behalf of the ministry.
- 3) Establishes sector strategies and work plans and sets priorities to achieve trade, investment and marketing objectives consistent with the divisions agenda and ministry priorities. Establishes protocols and procedures to ensure effective information sharing and teamwork within the division and across the ministry. Monitors and evaluates the effectiveness of initiatives in conjunction with ministry managers, partners and stakeholders.
- 4) Leads, manages and provides direction to a team of professional staff including all human, material, financial and internal administration issues including staff recruitment, training, performance management, resource allocation, and discipline and grievance management.
- 5) Provides advice, recommendations and information to elected government officials and senior management. Supports the Minister, Deputy Minister and Assistant Deputy Minister on inbound and outbound tours.
- 6) Participates in overall divisional management activities and other duties as required. Ensures

co-ordinated and consistent program administration. Provides input into strategic program planning, management, budget development and administration.

Knowledge:

Extensive knowledge of the principles and techniques used in international marketing including: advertising, media relations, direct mail, e-marketing and events to ensure effective program development. Practical knowledge of marketing methods, standards and practises used in public and private sector organizations. Excellent knowledge and understanding of the Ministries and divisions mandate, programs, objectives and operations in order to assess the linkages and impact of proposed plans and initiatives. Understanding of corporate and ministry strategic directions to ensure that program initiatives are practical, responsive and in keeping with the ministry mandate and the overall goals and objectives of the provincial government. Good knowledge of relevant marketing programs of other economic development organizations to determine potential synergies as well as knowledge and understanding of the interests and priorities of principal stakeholders. Proven analytical and conceptual skills to oversee research and analysis initiatives, interpret findings, analyze implications and develop strategies. Strong, diverse marketing skills to provide input and coordinate the development and implementation of multi-faceted marketing campaigns. Excellent organizational, interpersonal and decision making skills to manage the activities of staff, to set and maintain priorities and to co-ordinate efforts with industry partners and service suppliers, other ministry branches, academic institutions and levels of government. Excellent people skills and a teamwork orientation to communicate collaborate and negotiate with internal colleagues and external partners and suppliers. Superior strategic planning and program analysis skills to analyse identify needs, resolve problems, and evaluate performance. Excellent consultative skills to develop linkages and maintain credibility among interest groups in the development and implementation of strategic partnerships. Excellent communication skills to prepare and oversee the preparation of presentations, reports, correspondence and briefings in a clear, persuasive manner and to maintain rapport with the private/public sector partners. Creative problem solving skills to evaluate and resolve crisis/sensitive situations with internal and external stakeholders, clients and partners. Knowledge of information technology and related software to prepare promotional material, reports, briefing material and presentations.

Judgement:

Work is performed under general direction of the Director within the framework of related legislation, OPS policies and guidelines and partnership agreements. Decision-making involves directing the development, implementation and operation of strategies and plans; maintaining effective relationships with private sector partners, other ministries, and other jurisdictions with related responsibilities; and providing direction to section staff and advising senior management on economic development issues in strategic sectors. Judgement is required to function within a program of considerable complexity and diversity where challenges exist in terms of the broad interactional scope of contacts (e.g. clients, ministry partners and other stakeholders). . . . Decisions and recommendations made by the position have an impact on investment attraction and trade development within Northern Ontario and the economic well being of a wide range of the regions industrial and business sectors. Judgement is used in providing advice and recommendations to senior officials, in developing and managing program and evaluating program effectiveness. Judgement is required in allocating and managing human material and financial resources according to OPS standards and identifying/leading matrix organization structured project teams.

Accountability - Programs:

The position is accountable for developing and managing a significant and high profile program. The position contributes significantly to the formulation of program policy, strategic planning and the selection of marketing initiatives. Including providing advice to ministry senior officials up to the ministerial level. Fully accountable to negotiate, sign and maintain stakeholder partnership agreements.

Accountability - Personnel:

Directly manages 4 Strategic Sector Specialist, 1 Trade Coordinator, 1 Go North Coordinator, 1 Go North Advisor and 1 Program Assistant. Leads and/or directs project teams that may include other OPS units staff (e.g.: NDA & NDO) in the interest of horizontal cooperation.

Accountability - Finance & Material:

Develops and manages units operating budget. Has accountability for cash flow of approved initiatives (e.g. GO North activities) that can range up to millions of dollars.

Accountability - Impact of Errors:

Errors and omissions could result in the provision of inappropriate policy and funding recommendations, inadequate administration of programs resulting in the waste of public and private sector funds; impairment of the achievement of ministry business objectives and government goals concerning the economic development of Northern Ontario, lost market opportunities for businesses, loss of national/international prestige and credibility for the government, ministry and most of all the stakeholder partners.

Contact - Internal:

Regular contact with ministry senior officials up to the ministerial level to discuss and resolve sensitive or complex issues, participate in the planning and development of strategies and review issues that may have program implications. Frequent contact with OPS ministry's senior staff to develop relationships, provide briefings, exchange information, co-ordinate service program delivery, resolve issues and establish priorities.

Contact - External:

Regular contact with public (provincial, federal, region, municipal) , private sector, international/national organization/business senior officials to develop relationships, exchange information, provide briefings, co-ordinate and facilitate program delivery, resolve issues and establish priorities. Occasional contact with foreign government and media representatives to exchange information and facilitate initiatives. Represents ministry on committees and working groups, at conferences, trade shows, familiarization tours, trade missions and stakeholder meetings.