
JOB TITLE: Rural Economic Development Manager
EMPLOYMENT TYPE: Full-time contract (through March 2027)
DEPARTMENT: Business Development
REPORTING TO: Vice President, Business Development

WE ARE WATERLOO EDC, THE INVESTMENT PROMOTION AGENCY FOR WATERLOO REGION.

Waterloo EDC is shaping the future in Waterloo Region. As a dedicated B2B sales and marketing team, we focus on attracting multi-million-dollar international investments and supporting local company expansions. Since 2016, we've helped attract almost \$2 billion in new investment to our community.

We offer a one-stop concierge service for businesses looking to locate, relocate, or expand in Waterloo Region. Acting as a central connector to the Waterloo ecosystem, we provide complimentary assistance with data collection, government funding programs, talent, immigration, and more. Our approach is collaborative, professional, forward-thinking, smart and accessible. Working at Waterloo EDC means embracing innovation and continuous learning, delivering impactful results and maintaining a healthy work-life balance.

Are you passionate about economic development and looking to support inclusive prosperity across Waterloo Region, with a focus on our rural communities? We are looking for a talented, self-motivated and energetic candidate to work with our Business Development team in a collaborative and engaging environment.

This is a truly unique opportunity that will provide you with great stakeholder management, business development and strategy experience and skill development. In the context of our small but mighty team, you will lead in your role and take ownership of project deliverables.

THE TEAM YOU'LL BE A PART OF

In this key role, you will be an important member of the Business Development team. This team is responsible for investment attraction and expansion in Waterloo Region, building strong stakeholder relationships, both locally and abroad, with public and private sector intermediaries and partners and managing an investment pipeline of opportunities.



waterlootedc.ca

info@waterlootedc.ca

Telephone: 519.747.2541

Toll Free: 1.866.233.5133

[in /WaterlooEDC](https://www.linkedin.com/company/waterlootedc)

[tw @WaterlooEDC](https://twitter.com/WaterlooEDC)

151 Charles St. W., Suite 100, Kitchener, ON, N2G 1H6, Canada

Our vision is to be a best-in-class B2B complex sales organization that is flexible, nimble and has a bias for action. As a relatively new organization (just 8 years old), we have attracted almost \$2 billion in investment to Waterloo Region and have built a strong sales pipeline of investment opportunities.

We are results-focused and are increasing our focus on business retention and expansion servicing in our rural communities. This role will be the central liaison for our Township municipal partners and will manage a portfolio of companies in our rural Townships. This role will be responsible for supporting stakeholders to develop a strategy focused on rural investment readiness and will have the opportunity to continue to develop their skillset in stakeholder management, client interaction and strategy development.

YOUR ROLE AND VALUE TO THE ORGANIZATION

- Act as the Liaison with the four Townships in Waterloo Region
- Lead monthly/quarterly meetings with Township staff
- Support the development of the Rural Investment Readiness Strategy
- Key partner in the development of a business count/directory in partnership with the Region of Waterloo
- Own a portfolio of local rural/peri-urban clients
- Meet with Township based companies to understand their current challenges/opportunities
- Work closely with team members responsible for Investment on expansion opportunities in the Townships
- Quarterly reporting

YOUR EDUCATION AND EXPERIENCE REQUIREMENTS

- Post-secondary degree in Business, economics or related field
- 3-5 years experience in economic development, working with businesses and sales/managing a portfolio of clients
- Comfortable working with data such as Statistics Canada data
- Experience working with municipalities
- Experience developing and executing strategies
- Strong interpersonal skills for effective client interaction and relationship building
- Self-starter and team player with the ability to work independently and offer support where needed
- Knowledgeable and passionate about Waterloo Region and economic development



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Salary range: \$80,000-\$100,000. The annualized base salary offered is determined by each candidate's relevant knowledge, skills, education, training and experience.

Please send your cover letter and resume to careers@waterlootedc.ca. Please put "Application: Rural Economic Development Manager (Your Name)" in the subject line.

Note: only applicants selected for interviews will be contacted. We are committed to workplace diversity and inclusion, and thank all applicants in advance. Accommodations are available during all stages of the recruitment process in accordance with the Human Rights Code. If you require accommodation, please contact us at careers@waterlootedc.ca.



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