



**CENTRE WELLINGTON ECONOMIC DEVELOPMENT AND TOURISM
MUNICIPAL SERVICES CORPORATION**

**EXECUTIVE DIRECTOR, ECONOMIC DEVELOPMENT & TOURISM
PERMANENT, FULL-TIME (1 NEW VACANCY, 35 HOURS PER WEEK)**

Join the Centre Wellington Economic Development and Tourism Municipal Services Corporation and help shape the future of one of Ontario's most vibrant and welcoming communities. The Municipal Services Corporation leads economic development and tourism initiatives on behalf of the Township of Centre Wellington by supporting local businesses, attracting investment and visitors, strengthening partnerships, and advancing community prosperity. In this role, you will work with community partners, businesses, the Board, and municipal stakeholders to deliver practical, visible initiatives that support Centre Wellington's next chapter.

The Executive Director, Economic Development & Tourism, leads the delivery of economic development and tourism services on behalf of the Township of Centre Wellington through the Centre Wellington Economic Development and Tourism Municipal Services Corporation (CWEDTMSC). The role is responsible for developing and implementing economic development and tourism strategies, annual business plans, and service priorities aligned with the Township's strategic direction. The Executive Director reports to the CWEDTMSC Board of Directors for governance matters and is operationally accountable to the Township Chief Administrative Officer (CAO). The role leads staff and partners in advancing investment readiness, business support, tourism development, vibrant downtowns, and promotion of the Centre Wellington brand.

The Executive Director is a visionary leader who champions transformation, operational excellence, and community impact. In accordance with the Administrative Services Agreement between the Township and the CWEDTMSC, the Executive Director works collaboratively with Township departments and other stakeholders to support effective delivery of the CWEDTMSC mandate. The Executive Director and assigned staff are Township employees who provide services to the CWEDTMSC.

Main Duties and Responsibilities

Corporate Strategy, Economic Development & Tourism Leadership

- Leads the development, approval, and implementation of a long-term economic development and tourism strategy and associated business plans, in alignment with the strategic priorities of the Township of Centre Wellington and the Economic Development & Tourism Strategy.
- Anticipates trends, identifies emerging opportunities, and positions Centre Wellington as a leader in economic development and tourism.
- Provides executive leadership to ensure Centre Wellington is investment-ready, businesses are supported, tourism opportunities are optimized, downtown areas are vibrant and well-maintained, and the Centre Wellington Economic Development and Tourism Municipal Services Corporation brand is promoted and marketed.
- Champions innovation, transformation, and a culture of continuous improvement across CWEDTMSC policies, procedures, activities, programs, and services.

Governance, Board Relations, Council & CAO Advisory

- Serves as the key advisor to the CWEDTMSC Board, facilitating effective governance, policy development, and compliance with statutory requirements (e.g., Municipal Act, O. Reg. 599/06, Ontario Not-for-Profit Corporations Act).
- As a Township of Centre Wellington staff member, ensures compliance with Township policies and procedures.
- Supports Board development and best practices in governance, including transparent reporting, timely briefings and presentations, and informed decision-making.
- Builds and maintains strong working relationships with the Township CAO and other Township leadership to ensure alignment, timely issue escalation, and coordinated execution across municipal service functions.
- Administers and monitors the Administrative Services Agreement between the Township and CWEDTMSC, including service levels, effectiveness, and cost implications, and recommends adjustments as required.
- Writes reports and presents to the Township Council or Committees on CWEDTMSC activities as requested.
- Attends Township Senior Management Team meetings (or other Township meetings) when requested by the Township CAO.

Stakeholder Relations, Partnerships & Advocacy

- Represents CWEDTMSC in high-profile forums, working groups, committees and events, building strategic partnerships and advocating for Centre Wellington’s interests at regional, provincial, and national levels.
- Proactively engages with government, business, and community stakeholders to advance CWEDTMSC’s mandate and deliver shared outcomes.
- Builds and maintains operational partnerships with the Fergus BIA, Elora BIA, Centre Wellington Chamber of Commerce, and other local organizations from an economic development and/or tourism perspective.
- Builds and maintains operational working relationships with all applicable Township departments/divisions in the provision of Township services.

Investment Opportunity Management

- Leads investment readiness and opportunity management, including intake, qualification, follow-up, and coordination across relevant Township departments and external partners.
- Delivers presentations to businesses, developers, industry associations, site selection consultants, and real estate firms about the Township and opportunities for investment.
- Manages investment leads and works in conjunction with CWEDTMSC and Township staff in researching appropriate land development sites and facilities for clients.
- Negotiates with representatives of business, industry, commerce, and government to support business attraction, establishment, expansion, and retention.
- Analyzes socio-economic data, labour statistics, and market trends to inform investment strategies and recommendations.

Operational Excellence, Performance, Financial Stewardship & Risk

- Establishes, monitors, and reports on key performance indicators (KPIs) for CWEDTMSC programs and services, ensuring accountability, service excellence, and continuous improvement.
- Leads annual business planning and program/service prioritization, aligning resources, timelines, and deliverables to the approved strategy and overall Board direction.
- Drives operational efficiency and a client-focused, “open for business” service culture, including clear service standards for business, investor, and visitor inquiries and issue resolution.
- Coordinates CWEDTMSC administrative and operational support needs through Township service areas in accordance with the Administrative Services Agreement, including IT, finance, legislative support, communications, HR and community development.
- Leads annual budgeting, financial planning, resource allocation, and budget development, monitors results, tracks variances, and recommends approval and/or adjustments as required.
- Ensures appropriate operational controls, corporate due diligence practices, and risk mitigation measures are in place for CWEDTMSC activities.
- Ensures compliance with relevant legislation, policies, standards, agreements, and governance requirements affecting economic development, tourism, downtown initiatives, and CWEDTMSC operations.
- Conducts other duties as assigned.

People Leadership, Culture & Capacity

- Provides leadership and management for CWEDTMSC staff, including recruitment recommendations to the Township CAO, retention, coaching, and performance management.
- Ensures Township employees assigned to CWEDTMSC comply with applicable Township human resources, labour relations, health and safety, and code of conduct requirements, and advises the Township CAO at the earliest opportunity of any HR issues.
- Fosters an inclusive, collaborative, and high-performing culture that supports employee engagement, learning & development, and continuous improvement.
- Leads talent development, workforce planning, and succession planning to strengthen organizational capacity and continuity.
- Represents the Township and CWEDTMSC as a senior ambassador at meetings, events, and engagements with citizens, special interest groups, professional associations, other municipalities, County and Provincial representatives, and external stakeholders.
- Participates in Township learning and development initiatives, CAO Townhalls, and management forums as both a contributor and leader.

Minimum Qualifications and Requirements

- University degree in economic development, tourism, business administration, commerce, public administration, or a related field.
- Current Economic Development certification and/or Economic Developers Association of Canada (EDAC) professional accreditation (Ec. D), or willing to obtain accreditation within two (2) years.
- Eight (8) to ten (10) years of progressive leadership experience in economic development, business development, investment attraction, tourism, or related field.
- Management experience in economic development and/or tourism in municipal government or broader public sector environment, or equivalent.
- Understanding and appreciation of Centre Wellington’s economic development and tourism sectors.
- Visionary and dynamic leader with the ability to think strategically, to create a concept, and break it down into measurable, achievable goals.

- Possess a demonstrated knowledge of business development.
- Exceptional business and political acumen and management skills to interact professionally and effectively with the CWEDTMSC Board of Directors, Township CAO, Township Council and external members of the community, business, customers and other levels of government.
- Skilled in relationship building and management with strong dispute resolution and negotiation skills.
- Well-developed oral and written communication and presentation skills with proven experience in presenting in front of Council and/ or other decision-making authorities.
- Ability to apply a client-focused, solutions-oriented and ‘open for business’ approach to identify and recommend actionable solutions to business development.
- Understanding of legislation and policies that affect both economic development and tourism in an Ontario municipality.
- Ability to work independently and with the political, administration and business teams. Ability to identify and resolve problems, many of which are unprecedented.
- Analytical problem solver and capable of identifying alternate solutions and viewing solutions from many perspectives.
- Ability to function both independently and as a member of a multi-disciplinary team to achieve desired results.
- Working knowledge of the municipal development review process.
- Proven ability and experience in writing strategic plans and business plans.
- 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 team environment.
- Ability to be a self-starter and complete complex assignments with minimal supervision, multi-task, and deal with various demands and deadlines.
- Excellent computer skills, including Microsoft Office, contact management and social media
- A satisfactory Police Records Check and annual Employee Offence Declaration is required for this position.
- A valid “G” driver’s license and access to a reliable vehicle is required.

Work Location: Centre Wellington Municipal Office (1 MacDonald Square, Elora)
 Centre Wellington Tourism Office (10 East Mill Street, Elora)
 Centre Wellington Operations Centre (965 Gartshore Street, Fergus)

Annual Salary: \$134,457 - \$151,247 per annum (2026 salary range)

How to Apply: Interested applicants are requested to submit a **single document** that includes their resume (required) and optional cover letter in MS Word or PDF format by email to careers@centrewellington.ca by **November 1, 2026, at 11:59 p.m.**
 Please quote job posting ‘2026-66’ in the subject line.

The successful candidate will be required to provide proof of current and valid certificate(s) and/or educational qualifications. We thank all those that apply; however, only those candidates selected for an interview will be contacted.
No phone calls please.

Information gathered relative to this position is done so in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will only be used for candidate selection. The Township of Centre Wellington is committed to an inclusive, barrier-free recruitment process. If you require accommodation at any stage, please contact us at hr@centrewellington.ca

The lands we know today as the Township of Centre Wellington have been home to Indigenous peoples since time immemorial. We acknowledge that we are on the treaty lands and traditional territory of the Anishinaabe and the Haudenosaunee ([read more](#)).