

## Economic Development Regina Inc.

### Manager – Investment Attraction & Investor Experience

#### The Employer

ECONOMIC DEVELOPMENT REGINA INC. (EDR) is the lead agency for economic development and growth for the Greater Regina Area (GRA). We are passionate about creating an even more vibrant and inclusive community – with audacious entrepreneurs, large-scale businesses, fearless changemakers and everything in between. We attract major investment and top-level talent to our community and build innovative opportunities and partnerships that advance our city and enhance the lives of citizens.

Predicted to lead the nation in growth, Regina leads the new Prairie economy. If you want to help build that bright future, we want you on our team! EDR offers the opportunity to make a positive impact on our community and be an integral part of Regina's homegrown success.

The GRA's economy reached an estimated \$18.2B in GDP in 2024, with agriculture contributing <\$1B and energy <\$4B respectively. Home to hundreds of agriculture and energy firms, the GRA boasts strong foundations in innovation, sustainability, and industrial excellence. The GRA's emerging leadership in nuclear energy, supported by a Small Modular Reactor (SMR) supply chain and the \$1B uranium industry, further highlight its transformative potential in domestic and global markets.

#### The Position

Reporting to the CEO, the Manager – Investment Attraction & Investor Experience is responsible for identifying, advancing, and executing transformative economic development primarily in the Greater Regina Area's (GRA) key sectors, predominately agriculture and across energy, alongside others. This role will lead investment attraction and investor relations for the overall purpose of expanding and attracting companies, capital and talent within agriculture and energy alongside supporting growth in advanced manufacturing and emerging industries and developments, such as in ag-tech, cleantech and waste-to-energy and other energy ventures.

The ideal candidate will have a proven track record in business, economic and/or market development, and sales with knowledge of one or, ideally, both key sectors; and understanding of the fundamentals of the Regina economic landscape is also valuable. They will combine expertise with strong project leadership, stakeholder collaboration and engagement, and strategic insights to drive growth, attract investment, support investors, and position the GRA as a leader in innovation, sustainability, and industrial excellence.

#### Key Accountabilities

- Investment Attraction Strategy and Key Sector Development
  - Develop and implement strategic initiatives to advance the GRA's leading agriculture and energy sectors, aligning with EDR's economic goals and sustainability objectives
  - Manage strategic partnerships with local business leaders and other key partners

- Support and leverage the region’s unique assets, including incentives and talent attraction initiatives
- Represent EDR and promote the GRA’s position to support emerging industry opportunities, including the nuclear and advanced manufacturing sectors by supporting partners’ activities and projects, connecting networks, and offering local insight(s) and other advice
- Manage engagement, including partnerships, to support the emerging industry opportunities that include the nuclear energy supply chain, renewable energy developments, agtech, cleantech or waste-to-energy, and other energy ventures – all while ensuring alignment with local and regional growth priorities
- Project & Event Leadership
  - Lead and manage early-stage development and major projects, while serving as the primary contact for investors and stakeholders
  - Lead the planning and execution of investor-focused activations and events, including overseeing all event and meeting coordination
- Research, Insights, and Advocacy
  - Continuously assess and identify opportunities and challenges in the key sectors of agriculture and energy
  - Stay current with local, national, and international industry economic trends
  - Provide actionable insights to stakeholders, investors, partners, and others to support efforts related to policy, funding and strategy aligned with emerging market demands
  - Compile business intelligence and data to support investment for all key sectors
  - Participate in the development of strategies, including highlighting business success stories and industry development, to build and deepen EDR’s sales pipeline and enhance marketing initiatives
- Collaboration and Engagement
  - Build and maintain relationships with key partners – from industry leaders, academia, government agencies and private business through networking and partnerships – to foster collaboration, ensure alignment and leverage solutions to growth, investment, and labour challenges
  - Represent EDR and the GRA at industry events, conventions, and tradeshow, promoting the region as a premier destination for agriculture, energy, emerging industries launch, growth and investment
  - Work with EDR’s teams to obtain social and communications support, including presentation, event, and community engagement support
- Indigenous and Community Engagement
  - Support Indigenous engagement strategies, fostering inclusive collaboration and economic reconciliation

- Collaborate with local Indigenous organizations to align workforce development initiatives with industry needs in agriculture and across energy as well as in nuclear energy and other key and emerging sectors and projects

We are looking for:

#### Educational Background

- University degree in Business Administration, Economics, Social Science, Agriculture, Energy or a related field OR
- Diploma, certificate or professional accreditation (e.g. Renewable Energy, Regenerative Agriculture, Sustainability, others)
- Related training or experience in agriculture or energy sectors

#### Skills, Experience and Expertise:

- Demonstrated leadership skills and ability to inspire and collaborate across diverse teams
- Experience in business development, sales, investment attraction and/or project management
- Exceptional interpersonal and communication skills to build relationships with and influence investors, stakeholders, and high-ranking delegates
- Analytical mindset with capacity for market research, data-driven recommendations, and industry and/or sector commentary and insight development preferred
- Proactive, resourceful, and adept at managing multiple projects, stakeholders, and activities simultaneously
- Strong understanding of agriculture and/or energy sectors is an asset
- Experience and/or knowledge of renewable, sustainable, and nuclear energy is an asset
- Familiarity with sector processes, certification, distribution, sales channels, supply chains, investment and other knowledge of the agriculture and energy sectors is an asset
- Experience in creating exceptional client experience and a proven track record in building strong relationships with business partners, stakeholders, and/or investors

#### Salary Range

\$75,000 to \$85,000 based on level of experience.

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#### What We Provide

EDR offers competitive pay and benefits, a flexible work environment and a positive, collaborative culture.

#### Looking for perks? We've got those!

- Flex-friendly work environment

- Comprehensive benefits package with a health spending account and physical activity program
- Two personal days per year, in addition to vacation time
- Employer paid group RRSP
- Contribution to cell phone bill
- Downtown parking subsidy
- Annual training and education fund
- EDR Culture Club, that plans team building and employee engagement activities.

We are Regina – the place where you can grow your world. Ready to grow your career? Apply now! Send your resume and cover letter to [czorn@economicdevelopmentregina.com](mailto:czorn@economicdevelopmentregina.com) by 11:59PM on May 16, 2025.

EDR is a not-for-profit independent corporation, governed by a volunteer board of directors with the City of Regina as its sole shareholder. For more information on Economic Development Regina Inc. please visit:

<https://economicdevelopmentregina.com/about/>

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