

Director of Development and Tourism

Dufferin County



Position Profile and Candidate Brief

January/February 2024

3080 Yonge Street, Suite 6060 | Toronto, ON | M4N 3N1 | LESP.ca

Introduction

I am delighted to present this Position Profile for the **Director of Development and Tourism** role prepared on behalf of Dufferin County.

I trust that this document will provide you with all the necessary background information on Dufferin County, a position profile, and an outline of the search process we will be leading on behalf of the organization.

Please feel free to contact me if you require any additional information about the position or if you need clarification on any aspect of the search process. Further details about Dufferin County are available on the website: <https://www.dufferincounty.ca/>

On behalf of Legacy Partners and Dufferin County, I would like to thank you for your interest in this position. I can always assure you of my prompt and full attention.

Yours Sincerely,



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Dufferin County Overview



The County of Dufferin is an upper-tier municipality that sits on the Greater Toronto Area fringe, about 100 km northwest of Toronto. It is primarily a rural county with three urban settlement areas: Grand Valley, Orangeville, and Shelburne. The region is well known for its rivers, rolling hills, and excellent outdoor recreation opportunities. The UNESCO World Biosphere Reserve, the Niagara Escarpment, and the world-famous Bruce Trail run through Dufferin, offering spectacular vistas and hiking opportunities. Home to over 67,000 residents, the

area boasts fabulous restaurants, shopping, and amenities.

Dufferin County is a primarily rural destination that spans nearly 150,000 hectares in Central Ontario. The county is home to three main urban areas: Grand Valley, Orangeville and Shelburne, with more small towns dotting the countryside.

Enjoy the welcoming charm of country life at one of the area's fall fairs, farmers' markets and festivals. Popular events include the Orangeville Blues and Jazz Festival, the Dufferin Multicultural Festival and Shelburne Fall Fair complete with farming exhibits, pancake breakfasts and agricultural exhibits.

Explore the nature trails, parks and conservation areas throughout Dufferin County where hiking, cycling and fishing opportunities abound.

If you have a background in economic development or planning; and progressive management experience in municipal government, building inclusive and diverse teams, then this role may be perfect for you.

For more information on the County of Dufferin, visit our website at www.dufferincounty.ca/

Twitter: twitter.com/DufferinCounty

Facebook: <https://www.facebook.com/DufferinCounty/>





Local Municipalities

<p>Amaranth Population: 4,327 Land Area: 264.58 km squared (65,379.14 acres)</p>	<p>East Garafraxa Population: 2,794 Land Area: 166.07 km squared (41,036.79 acres)</p>
<p>Grand Valley Population: 3,851 Land Area: 158.23 km squared (39,099.48 acres)</p>	<p>Melancthon Population: 3,132 Land Area: 310.79 km squared (76,797.88 acres)</p>
<p>Mono Population: 9,421 Land Area: 277.83 km squared (65,653.29 acres)</p>	<p>Mulmur Population: 3,571 Land Area: 286.77 km squared (70,862.41 acres)</p>
<p>Orangeville Population: 30,167 Land Area: 15.61 km squared (3857.31 acres)</p>	<p>Shelburne Population: 8,994 Land Area: 6.56 km squared (1,621.01 acres)</p>

County Organization

Dufferin County Council consists of 15 members representing each of the 8 municipalities in Dufferin. County Council utilizes a standing committee structure to facilitate the decision making process. Each standing committee meets regularly and the minutes of each committee then go forward to County Council for adoption. The standing committees are:

- Community Development & Tourism
- General Government Services
- Infrastructure & Environmental Services
- Health & Human Services.

The County of Dufferin also has four advisory committees made up of members of the public:

- Access Dufferin Advisory Committee
- Joint Compliance Audit Committee
- Dufferin Outdoor Recreation Advisory Team
- Diversity, Equity and Inclusion Community Advisory Committee

Commitment to Diversity, Equity and Inclusion

The County of Dufferin has developed a [2024-2027 Equity Strategic Plan](#), a four-year plan that focuses on developing responsive solutions to current systemic challenges, workplace experiences, and emerging opportunities identified by an Equity Audit completed at the County in November 2022.

The County of Dufferin is privileged to have a diverse staff of all ages, races, genders, sexualities, abilities, faiths, and backgrounds. This diversity has given us access to a wealth of experiences and perspectives that have allowed us to serve the Dufferin community for decades. In honour of that truth, the County is proud to be embarking on a journey to become a more equity-informed organization where every employee, especially those from communities that have experienced marginalization, are given the opportunities, resources, and support that they deserve.

Under the Equity Strategic Plan, the County's vision is to be an anti-colonial, anti-racist, and anti-oppressive workplace where employees feel a sense of dignity, wellness, and belonging. Our approach to achieving this vision will focus on a shared commitment and responsibility to dismantle all forms of systemic oppression derived from white supremacy, patriarchy, and capitalism including – but not limited to – anti-Black and anti-Indigenous racism, sexism, ableism, transphobia, and homophobia that operates on the personal, interpersonal and institutional levels.

Community Advisory Committee (DEICAC)

To support an increasingly diverse community, the County of Dufferin, established the Diversity, Equity, and Inclusion Community Advisory Committee in 2020 to advise County Council and make recommendations and provide a monitoring and measuring role to help ensure that the County applies a diversity, equity, and inclusion lens to its policies, services, and programs.



We seek partners who aspire to create inclusive organizations and who endeavour to apply the **Equity, Diversity, Inclusion & Accessibility (EDIA)** framework in their activities.

The DEICAC works closely with the County of Dufferin staff Diversity and Inclusion Committee and County senior leadership.

Healthcare

Headwaters Healthcare Centre: One Community, Caring Together.

Headwaters Health Care Centre is at the heart of medical services for the Greater Dufferin area. Located in Orangeville, Headwaters operates as an acute and complex continuing care facility, offering inpatient and outpatient services and an Emergency Department with 24/7 coverage.

[Headwaters Health Care Centre](#)

Wellington Dufferin Guelph Public Health

WDGPH serves the communities of Wellington, Dufferin, and Guelph in the south-central part of Ontario. There are numerous Public Health offices throughout the region. [Wellington Dufferin Guelph Public Health](#)

Sports and Recreation

Several municipalities have fully equipped rinks, recreational facilities, and community centres that serve their communities year-round. Also, there are many parks and hiking trails to enjoy: <https://www.dufferincounty.ca/explore-county/trails>.

[Orangeville Parks & Recreation](#)

[Grand Valley and District Community Centre](#)

[Town of Mono Recreation](#)

[Township of Amaranth Recreation and Programs](#)

[Township of East Garafraxa Recreation and Programs](#)

[North Dufferin Community Centre - Township of Mulmur](#)

[Town of Shelburne Parks and Recreation](#)

[Township of Melancthon Recreation](#)

Schools and Education



There are 4 school boards in the County to accommodate French and English curriculums.

[Upper Grand District School Board](#)

[Dufferin Peel Catholic District School Board](#)

[Conseil Scolaire Viamonde](#)

[MonAvenir Conseil Scolaire Catholique](#)

Arts and Culture



The Museum of Dufferin offers many programming offerings, inline learning, genealogy, and a vast collection of local historical artifacts: <https://www.dufferinmuseum.com/> as well as many exhibits and art shows showcasing local talent and experiences.

Theatre Orangeville (<https://www.theatreorangeville.ca/>) has been bringing live (and on-line) community theatre to Dufferin County since 1994. Theatre Orangeville has been dedicated to using works by Canadian playwrights and offers diverse playbills, youth programming, and programs for those with

developmental disabilities.

Dufferin County is home to numerous festivals and community celebrations including the Orangeville Blues and Jazz Festival (<https://orangevillebluesandjazz.ca/>), Shelburne Multi-Cultural Day, the Grand Valley Duck Race Day, the Heritage Musical Festival (<https://heritagemusicfestival.ca/>), Indigenous Peoples Day, Celebrate Your Awesome, Rotary Rib Fest and more.

Local Farmers Markets

[Orangeville Farmers Market](#)

[Shelburne Farmer's Market](#)



Corporate Strategic Plan 2023-2026

Dufferin County Council adopted the latest Strategic Action Plan in 2023. The plan lays out priorities and objectives for the remainder of the term of Council and beyond. **The Plan identifies 5 key strategic priorities areas: Climate & Environment, Community, Economy, Governance and Equity.**

The strategic plan guides our work; it forms the foundation of operational plans, the annual budget, recommendations to Council and day-to-day decision making. This plan is grounded in our values of collaboration, accountability, innovation, compassion, and courage. We are also using a Climate Lens and an Equity Lens to further guide our actions.

Strategic Plan at a Glance

Vision: A community that grows together.

Mission: Providing programs and services that foster a thriving, equitable and resilient community in an ever-changing world.

Values: Collaboration | Accountability | Innovation | Compassion | Courage

Climate & Environment:

1. Establish the County as a leader in climate action.
2. Enhance and conserve Dufferin's natural environment.

Community:

1. Increase affordable and attainable housing options.
2. Support community well-being and safety through collaboration and partnerships.
3. Explore opportunities to improve access to healthcare services.

Economy:

1. Advance County-wide economic development workforce development.
2. Improve broadband and cellular connectivity.

Governance:

1. Identify opportunities to improve governance and service delivery.
2. Improve the County's internal and external communication.

Equity:

1. Align programs, services and infrastructure with changing community needs.
2. Ensure the County is an inclusive, equitable, and supportive Employer of Choice.

For more information on the Dufferin Country Strategic Plan, [please refer to the Plan.](#)



Job Description

Position Summary:

The County of Dufferin is looking for a progressive, innovative, and customer-focused team player to assist in achieving the Town's strategic priorities and help shape the next phase of the County of Dufferin's growth and development. Reporting to the Chief Administrative Officer (CAO), the Director of Development and Tourism will bring strategic vision, an inclusive leadership approach, and a commitment to corporate-wide collaboration to the senior leadership team. The Director of Development and Tourism is a key contributor to the development of organizational culture, corporate decision-making and provides ideas and advice that support the County's priorities. The Director will oversee the Development and Tourism department, which includes: Planning, Building Permit/Inspection Services, Economic Development, and Tourism and Culture (including the Museum of Dufferin) by providing guidance and direction.

The successful candidate should ideally possess the following:

Education (degree/diploma/certifications):

- Post-secondary/University degree in Business/Municipal Administration, Planning, Economic Development, Tourism, or a related field.

Experience:

- Six (6) years progressive leadership experience in any economic development, community building, planning, tourism, or a related field of work or relevant lived experience.
- Previous experience/exposure and training in the area of diversity, equity, and inclusion.
- Experience working with Elected Officials or Boards.
- Previous financial oversight responsibility.
- Proven experience in fostering effective and inclusive teams in a collaborative manner.

Knowledge/Skill/Ability:

- Strong sense of political acumen.
- Demonstrated commitment to, and knowledge and understanding of diversity, equity, and inclusion work.
- Ability to build strong and enthusiastic staff teams and external alliances/partnerships.
- Ability to align departmental programs and services with corporate goals and objectives.
- Exceptional leadership skills with proven ability to lead and mentor a team of managers and staff while working towards a common corporate goal.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Excellent interpersonal, communication, and presentation skills.

The Ideal Candidate

1. Education:

- Post-secondary/University degree in Business/Municipal Administration, Planning, Economic Development, Tourism, or a related field.
- The ideal candidate is working towards or possesses either an RPP or Ec.D. Designation.

2. Experience:

- Six (6) years progressive leadership experience in any economic development, community building, planning, tourism, or a related field of work or relevant lived experience.

3. Leadership:

- Ability to align departmental programs and services with corporate goals and objectives.
- Exceptional leadership skills with proven ability to lead and mentor a team of managers and staff while working towards a common corporate goal.

4. Diversity, Equity and Inclusion:

- Demonstrated previous experience/exposure and training in the area of diversity, equity, and inclusion.
- Demonstrated commitment to, and knowledge and understanding of diversity, equity, and inclusion work.

5. Political Acuity:

- Experience working with Elected Officials or Boards.

The Timeline

I trust this Position Profile has enabled you to decide whether the position of a Director of Development and Tourism at the County of Dufferin interests you. If you wish to be considered for the position, please forward a cover letter and your resume in PDF format by email to **Kartik Kumar at careers@lesp.ca** by **February 26th, 2024 @ 11:59 pm**.

Please be assured that any information shared with Legacy Partners will be treated with the strictest confidence and shared only with the client for the purposes of this search.

Thank you once again for your interest.

Legacy Partners and the County of Dufferin are committed to equity, diversity and inclusion and recognizes that a diverse staff is essential to organizational excellence. We welcome applications from all qualified individuals and encourage women, members of racialized communities, Indigenous persons, persons with disabilities, and persons of any sexual orientation or gender identity to confidentially self-identify at the time of application. In accordance with provincial legislation, accommodations will be provided by Legacy Partners and the organization throughout the recruitment, selection, and/or assessment process, upon request, to applicants with disabilities. If you would like to self-identify during the recruitment process, please fill out [the IISD's Voluntary Self-Identification Questionnaire](#) and submit it with your application.



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[Contact Us](#)

