



Lac du Bonnet

Economic Development Officer Job Description



Job Title:	Community Economic Development Officer (EDO)	Job Category:	Administration/Economic Development
Department/Group:	RM Municipal Office	Date of last revision:	March 2025
Location:	Lac du Bonnet, Manitoba	Travel Required:	Meeting, training & events, as required, Valid Manitoba Driver's Licence
Salary Range:	\$23.50 - \$43.96 per hour plus benefits	Position Type:	Full time – 35 hours/week Out-of-Scope
Reports To:	RM Chief Administrative Officer	Date Posted	TBD
Education:	College or University Degree in Economics, Commerce, Business Administration, Marketing or Community Development and/or Certification as a Professional Economic Developer (EcD) -Community EDGE Certification (EDAM) is an asset.	Posting Expires:	TBD
Experience:	Preference given to applicants with 5 years' experience in economic development.		
Internal & External Posting	Social Media, Website, Local Newspaper, Indeed, LinkedIn, AMM, MMAA,		

JOB DESCRIPTION

COMMUNITY DESCRIPTION

Lac du Bonnet is well known as the "Four Seasons Playground" due to its close proximity to the Winnipeg and Lee Rivers and the endless possibilities for recreation adventures. Lac du Bonnet is a leader in the region for growth and innovation and boasts a successful economy of agriculture, hydroelectric generation, and mining. Lac du Bonnet has a strong focus on building a sustainable community by supporting commercial growth and business development and offers endless possibilities for investors and families.

EMPLOYER DESCRIPTION

The RM of Lac du Bonnet Municipal office is located just outside of the Town of Lac du Bonnet on Provincial Road 317. The office is just over a one-hour scenic drive from Winnipeg, 45 minutes from Selkirk and 30 minutes from Beausejour.



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The RM of Lac du Bonnet's value statement is **PEOPLE**.

P – Pride and passion of community

E – Ethics, respect and integrity

O – Open, accountable governance and communications

P – Productive and professional environment

L – Leadership, teamwork, and collaboration

E – Environmental sustainability

The RM of Lac du Bonnet is an equal opportunity employer that offers a comprehensive compensation and benefits package and is committed to the training and education of their employees.

POSITION SUMMARY

Reporting to the RM of Lac du Bonnet Chief Administrative Officer (CAO), the *Community Economic Development Officer (EDO)* is a highly visible accomplished professional who works under the framework of the Strategic Plan. The EDO must have the ability to make good strategic decisions, demonstrate strong civic and community leadership, build relationships with economic development partners, the business community, and neighboring municipalities. The EDO shall use their expertise to help define the character and trajectory of economic growth by promoting the community, developing sustainable business matched to the local needs and increasing the municipal tax base. The EDO shall help build a community with an attractive economic climate that welcomes new business opportunities, while enhancing local assets, resources, heritage, and innovation.

JOB RESPONSIBILITIES

ECONOMIC DEVELOPMENT

- Provide the overall coordination and oversight for the implementation of the various projects and activities contained in the Community Economic Development Strategic Plan.
- Work with the CAO, Council, and/or Planning Department to identify and address challenges and opportunities related to growth, diversification and retaining residents, businesses and repeat visitors.
- Undertake analysis and evaluation of economic and business development opportunities and identify strategies to develop these opportunities.
- Liaise with the Lac du Bonnet Chamber of Commerce and other economic development organizations.
- Manage, coordinate, and partner with groups on special projects related to community economic development.
- Assist community groups in the preparation of funding proposals and grant applications for community projects by leveraging outside resources for area growth.
- Secure funding for economic development activities and programs.



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BUSINESS DEVELOPMENT

- Act as the primary contact for business and investor inquiries and act as liaison with the local business community, industry and government agencies.
- Encourage and support the establishment of new businesses and groups that enhance local social and economic development.
- Identify and address local needs for services, products, and jobs through business expansion, retention, and attraction efforts.
- Liaise and provide guidance, referrals, and advice to new and existing business owners.
- Identify and promote available commercial/industrial lands and assist businesses and investor prospects to view these properties.
- Assist municipalities in being Investor Ready to improve local response to attain successful and sustainable business investment and development.

STRATEGIC AND OPERATIONAL PLANNING

- Develop and maintain the Community Economic Development Strategic Plan and oversee strategy implementation and direction in collaboration with the Joint Council Economic Development Committee.
- Assist in the development of an annual operating plan and budget and oversee implementation.
- Monitor and evaluate progress of the strategic and annual plans and recommend changes and/or additions to the CAO.

MARKETING, PROMOTION AND INFORMATION SHARING

- Identify need for and develop a variety of promotional and marketing tools to attract new and expanded business development.
- Develop and promote community building events to attract new residents and visitors to the community.
- Work with Tourism Manitoba, Eastman Tourism Association, and other local tourism partners to highlight and promote opportunities for increased visitor traffic.
- Develop a strategy to promote locally made products, services, programs and businesses.
- Develop and oversee a business section on the municipal website that promotes local assets and investment opportunities.
- Develop and maintain a variety of resources to support, implement and monitor effective marketing strategies that may include print, social media, verbal, and web-based methods.
- Develop and maintain engaging and informative content on the municipal website and social media platforms as it relates to community economic development.
- Produce and distribute a newsletter for all residents and visitors to the municipality in collaboration with the Communications Specialist.
- Ensure that community economic development is understood and community economic development projects are known in the community.



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LIASION, RELATIONSHIPS AND PARTNERSHIPS

- Cultivate and maintain relationships with other business and economic development organizations and government agencies to be continually informed of current programs and services.
- Maintain an awareness of regional, provincial, and federal economic planning programs and activities.
- Facilitate partnerships between businesses, government, financial and educational institutions and the community.
- Promote and represent the Municipality at various industry events and trade shows.
- Attend and facilitate community meetings to provide information and updates to the public and other agencies.
- Develop an effective relationship with Council members, Administration, Planning and Recreation departments to maximize economic development in the community.
- Attend Joint Council Economic Development meetings and other meetings, as required.

OPERATIONS & FINANCIAL MANAGEMENT

- Oversee and direct all administrative operations of community economic development to ensure standards are met, resources are managed, and issues and/or opportunities are addressed.
- Implement operational policies, procedures and standards that are consistent with the economic development strategy.
- Ensure all required contracts, agreements and reports are submitted to respective shareholders, funders, partners, and municipalities.
- Administer and monitor the annual operations budget ensuring revenue targets are met and expenses are controlled, providing updates to the CAO as required.
- Prepare community economic development project grant applications and collaborate with other regional and community stakeholders.
- Ensure financial obligations of stakeholders and granting agencies are met.

OTHER

- Attend courses and training opportunities related to economic development as approved by Council.
- Conduct other activities and duties as assigned by the Chief Administrative Officer.

KEY COMPETENCIES REQUIRED

- Research & Analytical Skills – Ability to research, develop and analyze data and business plans.
- Community Economic Development – Ability to identify and promote community economic development projects and initiatives that align with local needs.
- Data Collection & Reporting - Proficiency to research, collect and analyze data and create statistical reports and present to committees, Council, and the community.



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- Business Development - Strong understanding of business planning and development including expansion and acquisition.
- Legislation – Proven knowledge of municipal development and land use planning requirements and of relevant acts, such as Municipal Act and Planning Act.
- Technology – High level of proficiency with computer programs including software including Word, Excel, Power Point, website development, Zoom, Teams, Allnet, Catallis, Muniware and Outlook.
- Teamwork – Ability to collaborate effectively with co-workers, stakeholder groups, business owners, executives and elected officials.
- Planning – Experience in project, event, strategic and annual budgeting processes.
- Interpersonal & Communication – Excellent interpersonal and communication skills demonstrated through the ability to facilitate, network, lead, research, negotiate, analyze, and resolve issues.
- Integrity & Ethics – Posses a strong sense of personal integrity and upholds ethical practices.
- Exceptional writing and comprehension: ability to create professional, sharp, accurate documents and ability to comprehend and understand complex legislation, agreements, contracts, and literature.

PERSONAL SKILLS

- Communication – Professional, influential, and strong written and verbal skills
- Time Management – Self-motivated with the ability to organize and allocate time efficiently between different job responsibilities while meeting deadlines.
- Organization – Utilizing time and resources efficiently and effectively.
- Leadership – ability to encourage and support other co-workers in their positions.
- Confidentiality – Commitment to maintaining a high degree of confidentiality.

EDUCATION & EXPERIENCE

- College or University Degree in Economics, Commerce, Business Administration, Marketing or Community Development and/or Certification as a Professional Economic Developer (EcD).
- Community Edge Certification (EDAM) is an asset.
- Certificate Manitoba Municipal Administration (CMMA) is an asset.
- Work experience in Economic Development, marketing or public relations.
- Preference will be given to applicants with 5 or more years in economic development.

WORKING CONDITIONS/ JOB ENVIROMENT

- Works well independently and in a team environment.
- Open-concept office setting with exposure to typical office noise such as phone calls, front counter customer service and employee interactions.
- Off-site travel is required to attend meetings, training and events.
- Valid Class 5 Drivers License and personal vehicle are required. Mileage would be expensed.
- 7-hour daytime shifts from Monday to Friday between 8:30 a.m. to 4:30 p.m.
- Occasional weekends and evenings as required to attend meetings, training and events.



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Approved By:	CAO	Date:	
Last Updated By:	DCAO	Date:	March 5, 2025

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