

Business Development Specialist

Economic Development - Development Services

Competition #139

Please apply with a cover letter and resume online at: <https://jobbank.brandon.ca/>

Position Conditions: This full-time permanent position (36.25 hours per week) will be offered in accordance with conditions identified in the Collective Agreement between the City of Brandon and CUPE Local 69. First consideration will be given to current City of Brandon CUPE employees. The City of Brandon reserves the right to underfill this position.

Rate of Pay: \$39.79 - \$44.09 per hour – (2025 rates)

Closing Date: 11:59 PM on August 20, 2025

This competition will include testing and an interview.

PURPOSE OF POSITION

The Business Development Specialist position exists to proactively grow Brandon's commercial and industrial base to positively impact the number and type of businesses in Brandon and create employment opportunities. This role transitions the community closer to its vision of being a fiscally sustainable city with a growing and diversified economy where prosperity is matched by quality of place.

Reporting to the Director of Economic Development, this position has three key areas of focus:

1. Proactive attraction of businesses, primarily those considered base industries,
2. Business retention and expansion and,
3. Marketing and communications for the Economic Development office.

TYPICAL DUTIES AND RESPONSIBILITIES

- Lead generation and all activities inherent in converting the identified lead to an investment in Brandon.
- Proactively researching and monitoring demographic, financial, and environmental conditions that have the potential to impact Brandon's economy and its ability to successfully attract desired industries.
- Responding to inquiries and researching statistical information for specific business requests.
- Developing and maintaining contacts within the local/regional/national business community and within the targeted business sectors, regional partnerships, community leaders, and commercial/industrial realtors. Networking is an important element of the position.
- Statistical research, compilation, analysis and interpretation.
- Preparing reports, articles, and assorted information pieces on Brandon's economy and targeted sectors, economic development activities, trends, and issues.

- Facilitating meetings with city departments, developers and other external clients to enable business development.
- Establishing and monitoring performance benchmarks for industry sectors.
- Completing site selection services in a timely manner.
- Committee work ranging from being a committee member on internal and external committees to be the leader of committees as required.
- Developing and delivering presentations on a variety of topics in a public forum.
- Attending tradeshows and/or sector specific conferences.
- Enhancing, expanding and maintaining the existing land inventory data set.
- Mediating between business and regulatory bodies.
- Mentoring and advising new, existing and prospective businesses.
- As required act as the leader for internal and external project teams.
- Oversee project consultants and contract employees
- Maintaining business section of Economic Development Brandon website.
- Assist in the development of key marketing messages and materials.
- Project management as required.
- Conduct city tours.
- Maintain confidentiality.

NOTE: This description is not intended to limit the assignment of work or be construed as a complete list of the many duties to be performed by the incumbent.

MANDATORY QUALIFICATIONS & EXPERIENCE

- Grade 12, G.E.D, C.A.E.C., or Mature High School Diploma;
- Post-secondary diploma or degree within Economic Development, Business Administration or Commerce (preferred areas of study);
- Hold and maintain Class 5 Province of Manitoba driver's license;
- Minimum three years' experience in the field of economic development and/or demonstrating the ability to perform the duties required;
- Demonstrated experience in financial analysis and;
- Competency in the use of Microsoft Office.

PREFERRED QUALIFICATIONS & EXPERIENCE

- Post-secondary course work (or equivalent experience) in the areas of communications and marketing;
- An Economic Developers Association of Manitoba's certification program to be achieved within eighteen (18) months of appointment;
- Demonstrated experience in the areas of leadership and project management and;
- Access to a vehicle.

WORK CONDITIONS

- The Business Development Specialist works independently and as part of a team providing services to a wide variety of people.
- Wide variety of tasks requiring ability to manage multiple unrelated projects and make independent decisions (daily);
- Self-motivated and quality driven to perform independent projects (daily);
- Work in a shared and consultative manner with other employees (daily);

- Travel throughout the City and visit various facilities, etc. in all types of weather conditions (frequently);
- Distance travel may be required (occasionally);
- May be required to be available outside of normal working hours.

NOTE: The conditions described are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please contact HR@brandon.ca for a complete job description.

The City of Brandon is committed to an inclusive, barrier free environment and will accommodate the needs of applicants under the Accessibility for Manitobans Act (AMA) throughout all stages of the recruitment and selection process. We thank all applicants for their interest; only those advancing in the competition will be contacted. If contacted to participate in the process, please advise if you require an accommodation. If you are interested in finding out more about the City of Brandon job opportunities as soon as they are posted, please follow us on Facebook or X!