



Community Development Officer

Organization

Watrous Manitou Marketing Group

Job Description

The Community Development Officer reports to an independent Board of Directors. The CDO is responsible for leading, developing, and implementing all initiatives around tourism and community economic development for the Town of Watrous and the Resort Village of Manitou Beach.

The Watrous Manitou Marketing Group (WMMG) was incorporated in 2010, when the Town of Watrous and the Resort Village of Manitou Beach created a partnership charged with the promotion and facilitation of community tourism, community economic development and the marketing of the Watrous Manitou destination area. The mandate of the WMMG is to promote Watrous Manitou Beach and Area as a great place to live, work, play, and do business. The end goal is to see continued and sustainable population growth in the communities.

SPECIFIC DUTIES OF THIS POSITION

1. Oversee the operations of the Watrous-Manitou Marketing Group in its role to lead the promotion and facilitation of community tourism, community economic development and the marketing of the Watrous Manitou destination area.
2. Work with the WMMG Board of Directors to develop strategies, marketing initiatives, and identify opportunities to promote tourism and community economic development.
3. Develop and implement a yearly business and marketing plan for the WMMG and work closely with local stakeholders in the management of the local Destination Marketing Program.
4. Maintain a yearly WMMG budget and manage the organizational cash flow.
5. Oversee all aspects of the 'Unsinkable Watrous-Manitou' Brand including creative messaging and content development.
6. Plan and implement new research-based advertising strategies that will increase market share for leisure, group, business, and event-based travel to the community.
7. Design, develop and conduct familiarization tours of Watrous Manitou for travel media, event planning, and tour operators.
8. Coordinate the development of web content including administration of several local social media channels.
9. Work with and develop strong working relationships with local and provincial media. When applicable, be comfortable with being the 'face' of the community.
10. Represent Watrous Manitou in public speaking opportunities and presentations at local and provincial meetings, tradeshows, and conferences.
11. Develop and implement economic development plans for the communities.
12. Work with local businesses and stakeholders in the area of business retention, expansion, and Main Street Revitalization.
13. Act as a representative of the communities and region when engaging with the business community, prospective investors, the public, and other stakeholders.
14. Update marketing materials as needed, such as the community profile, economic profile, business welcome package, and new resident welcome package.
15. Develop new initiatives and projects to further economic, tourism, and community development goals.

REQUIRED KNOWLEDGE, ABILITIES, AND SKILLS

1. Ability to collaborate and lead diverse groups.
2. Excellent presentation and interpersonal skills.
3. Ability to write detailed reports.
4. Knowledge of formal and informal political processes and of government sponsored economic development initiatives and programs.
5. Ability to keep track of information relevant to economic development and knowledge of finance, project evaluation, and marketing processes.
6. Ability to complete successful grant applications.
7. Ability to work with minimal supervision and retain confidential information.

QUALIFICATIONS FOR THE POSITION

1. A University/College degree or certification in Commerce, Marketing, Tourism, Advertising & Public Relations and/or certification as a Professional Economic Developer (EcD) and/or relevant industry experience would be an asset.
2. 5 years of experience in economic development and/or combination of relevant industry experience such as tourism, marketing, and/or public relations, etc. would be an asset.
3. Knowledge of Watrous and Manitou Beach businesses, tourism attractions and events would be an asset.
4. Experience working for/with municipal government.
5. Budgetary, project management, staff supervision, stakeholder relations and engagement skills.
6. Above average computer skills.
7. Working knowledge of social media platforms.
8. Ability to attend meetings outside of regular business hours.
9. Excellent written/verbal communications and public relations skills.
10. Possess a valid class 5 driver's license and personal vehicle.

Application Return

Send your cover letter and resume to:
Watrous Manitou Marketing Group
Celine Favreau, Interim CDO
E-mail: wmmg@sasktel.net
Phone: 306-917-7300

Application Deadline

Monday, February 28, 2022

The Position Job Description is available upon request.

This competition will remain open until a suitable candidate is found.

We thank all applicants for their interest. However, only candidates invited for interviews will be contacted.