

Humboldt, Saskatchewan, is a vibrant and welcoming community that offers the perfect balance of small-town charm and modern amenities. With a strong sense of community, affordable living, and a growing local economy, Humboldt is an ideal place to live and work. The city is rich in history, culture, and recreation, boasting beautiful parks, a thriving arts scene, and numerous sports facilities. Located just over an hour from Saskatoon, Humboldt provides a peaceful, family-friendly environment while still offering easy access to urban conveniences. Known as part of the "Iron Triangle", the region serves as a key manufacturing hub, with two major mining companies nearby and a cluster of agricultural manufacturing businesses. Humboldt's economic success is driven by innovation, a strong entrepreneurial spirit, and a commitment to growth.

Position Summary

Under the direction of the City Manager, the **Marketing and Development Manager**, is a member of the Senior Leadership Team (SLT) and is responsible for fostering economic growth and development within the City of Humboldt. This role involves strategizing and executing initiatives aimed at improving the local economy, creating a variety of promotional and marketing tools to attract new residents and businesses, managing and working closely with the Planning Division to develop and market land for resale

Responsibilities

- Develop and implement the City's marketing plan for attracting residential and non-residential growth as well as increasing tourism visits and strengthening the City's public image.
- Manage the sale and purchase of land on behalf of the City, including evaluating fair market values and marketing City-owned property.
- Develop operating and capital budgets for the communications, marketing and economic development activities of the City.
- Manage the City's communications activities, ensuring social media accounts and website content is kept current as well as serving as a primary contact for inquiries to the City.
- Oversee the development of the City's Annual Report, Community Profile, and all other marketing materials to align with the City's goals and public image.
- Support, implement, and track the effectiveness of marketing strategies and resources to ensure successful outcomes.
- Conduct research on economic development and marketing opportunities for Humboldt and the surrounding region, and compile relevant economic data as needed.
- Monitor regional, provincial and federal economic development programs and activities to identify opportunities that can benefit the City.
- Attend City Council meetings and provide regular reports and updates to Council.
- Collaborate with regional communities and participate in intermunicipal initiatives and matters to strengthen the region.
- All other duties assigned by the City Manager.

Qualifications



- Bachelor's degree in economics, Business, Public Administration, Finance, Marketing, or equivalent.
- Proficiency in Microsoft Office, Adobe, and website design
- Effective verbal and written communication skills for various stakeholders, government officials, business leaders and the public.
- Ability to develop & implement long-term strategies for business development, economic growth and community enhancement.
- Proficiency in negotiating terms of land acquisition, business incentives, and other development- related agreements.
- Ability to gather, interpret and analyze economic data to guide decision-making and inform development strategies.

This is an out-of-scope position, with a salary range of **\$79,205 - \$96,275**

Email: hrcoordinator@humboldt.ca with the job posting name in the subject line, no later than Sunday 18 May 2025.