



## POSITION PROFILE

# CITY MANAGER

**Reports To:** Brandon City Council

**Organization:** City of Brandon

**Date:** August 2024

## CITY OF BRANDON

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Brandon, the second-largest city in Manitoba, known for its welcoming spirit and diverse population is a blend of cultures, ideas, and talents, creating a dynamic environment where everyone can thrive. As a leader here, you'll find a supportive environment where your vision and strategies will be embraced by an engaged and enthusiastic populace.

As Western Manitoba's industrial and commercial hub, there are many restaurants, retail shopping stores and employment opportunities. The City is also committed to innovation and sustainability. As a senior executive, you'll be at the forefront of groundbreaking projects that shape the future of urban development, environmental stewardship, economic resilience, and social progress. Brandon offers more than just a job; it offers the opportunity for you to make lasting impact, lead a city that's on the brink of extraordinary transformation and be part of a community that values progress, collaboration, and excellence.

## ABOUT THE CITY MANAGER

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The City Manager is the chief administrative officer (CAO) for The City of Brandon Corporation (the City) and reports directly to City Council. The City Manager is an appointed official of Council and is the main liaison between Council and Administration. It is the City Manager's role to assist Council in setting the direction of the City by providing guidance and advice based on trends and best practices in other jurisdictions. This position works closely with counterparts in local government, as well as with Federal and Provincial government officials on a variety of issues affecting Brandon.

The City Manager maintains strong ties with local business, government representatives, academic institutes, Health authority and community organizations. This position is closely connected to the community at large, seeks feedback and engages with citizens to ensure the City is providing relevant services.

The City Manager provides leadership and direction to the City administration and provides advice to Council in implementing its strategic priorities. Using a broad scope of knowledge, the City Manager deals with highly complex issues within the public sector, including strategic planning, finance, budgeting, accountability, and public policy development, and is responsible for the implementation of strategic and corporate goals, senior level communication, and negotiating. The City Manager is responsible for ensuring that the affairs of the City are carried out in accordance with the applicable legislation, policies, or plans established by Federal, Provincial, or local government.

The City Manager's role and duties are legislated by the Provincial Municipal Act, with specific duties for the corporation further assigned as per the City Manager By-law No. 6505. Many of these responsibilities and corresponding authorities have been delegated to the appropriate department heads by way of delegation letters to help ensure efficient and effective service delivery to our citizens.

## KEY LEADERSHIP ACCOUNTABILITIES

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### Strategic Planning

- Advises and plans based on analysis of issues and trends, and how these link to the responsibilities, capabilities, and potential of the City.
- Understands and incorporates the current business environment in anticipation of emerging threats and opportunities for the organization.
- Develops well-informed advice and strategies that are sensitive to the various needs of multiple stakeholders and partners, reflect the strategic direction of the City, and position the organization for success.

- Leads the development of the City's strategic plan, clarifies objectives with key stakeholders, ensuring City leaders are all "on the same script", resources required for executing the plan are available, and that the plan is communicated throughout the organization and community.
- Assesses community and citizen needs and ensures objectives and priorities are focused on meeting those needs effectively, efficiently, and with high-quality municipal services.

### Engagement

- Engages people, organizations, and partners in developing goals, executing plans, and delivering results.
- Represents the City and works closely with the Federal and Provincial governments, other municipalities, agencies, appointed boards, committees, and public and private officials to achieve planned action and results.
- Works to build and maintain friendly, constructive, effective relationships and networks of contacts with people who are, or might someday be, able to help achieve work-related goals.
- Relates well to people at all levels and builds appropriate rapport with both internal and external contacts.
- Mobilizes teams, building momentum to get things done effectively and efficiently by communicating clearly and consistently, investing time and energy to engage the whole organization.
- Uses negotiation skills, persuasion, and adaptability to encourage recognition of joint concerns, collaboration, and influence successful outcomes.
- Follows and leads across boundaries to engage broad-based stakeholders, partners, and constituencies in a shared agenda strategy.

### Leadership and People Management

- Provides personal leadership for projects and programs that are highly sensitive, political, or controversial.
- Directs and monitors the City's labour negotiations and labour relations programs and initiatives.
- Participates in local, provincial and federal meetings and conferences to stay abreast of trends and technology related to municipal programs and operations.
- Oversees the preparation of press releases and materials for dissemination to the media and the public; maintains effective relationships with the media.
- Empowers staff, ensuring that people have the support, tools, and authority they need, and that the workforce as a whole has the capacity and diversity to meet current and longer-term organizational objectives.
- Supervises directly or indirectly all employees of the City and approves increases and decreases to the permanent staff complement, including dismissals.
- Appoints senior managers, ensures that the responsibility of each senior management position is clearly defined and reviews the performance of each senior manager annually.

- Aligns people, work, and systems with the business strategy to harmonize how they work and what they do.

### Management and Administration

- Directs and coordinates data analyses and recommendations on public policy issues and on long-range plans for City services, and develops and coordinates proposals for action on current and future City needs.
- Facilitates the flow of information between staff, stakeholders and Council/committees, including obtaining all necessary information for Council to make decisions and render approvals.
- Directs the improvement of management systems, processes and measurement techniques to improve City operations and effectiveness.
- Ensures that the integrity and management of information and knowledge are a responsibility at all levels and a key factor in the design and execution of policies and programs.
- Delivers results by maximizing organizational effectiveness and sustainability.
- Implements rigorous and comprehensive human and financial resource accountability systems consistent with proven best business practices.
- Manages conflict and stress, remaining composed and working as a mediator in crisis or antagonistic situations.
- Develops and implements control procedures to evaluate organizational performance and initiates timely adjustments when warranted.

## EDUCATION, EXPERIENCE AND COMPETENCY REQUIREMENTS

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The ideal candidate for the City Manager position should possess a bachelor's degree in public administration, business administration, political science or another related field, with preference given to a master's degree in these fields. A minimum of 10 years of progressively responsible experience within a public sector environment is expected, with at least five (5) years in a progressive leadership position.

Candidates should have a proven track record in managing for efficiency and effectiveness of a large and complex local government organization, including working with multiple unions. Candidates should possess proven fiscal management experience and expertise. This involves effectively managing financial resources budgeting, and asset management, ensuring financial sustainability. Candidates must demonstrate success in developing and implementing comprehensive strategies, resulting in tangible outcomes. Whether it's strategic planning, policy development, or operational improvements, their ability to achieve results is crucial. Candidates should have excellent knowledge of effective management and leadership practices. This includes understanding organizational behavior, corporate culture, and the principles of municipal government and business administration. Familiarity with relevant legislation is also essential. Ideally, candidates are informed about

changing global, national, and provincial realities. These external factors can impact the community, and the City Manager must adapt strategies accordingly. Candidates should possess the ability to think creatively, make sound decisions, build consensus, and effectively manage change. Working within a multi-union environment requires diplomacy, negotiation, and collaboration and the ability to navigate labour relations effectively is strongly desired. Strong communication and interpersonal skills are essential to build rapport, develop networks, and foster positive relationships that will contribute to successful leadership within the community.

The ideal candidate will align the City of Brandon’s organizational values of PRIDE:

- Professionalism,
- Respect,
- Integrity,
- Diversity, and
- Excellence

### Competency Requirements

<p><b>Integrity, Authenticity and Humility</b></p>	<ul style="list-style-type: none"> <li>▪ Keeps the public interest and greater good of Brandon in mind at all times</li> <li>▪ Makes principle-centered decisions</li> <li>▪ Assumes responsibility, accountability and follows through when making commitments</li> <li>▪ Demonstrates sincerity, honesty, respect, empathy and adherence to standards and values of Brandon Maintains composure and perspective in difficult or volatile situations</li> </ul>
<p><b>Embracing Diversity and Inclusion</b></p>	<p><b>Promotes a culture that embraces diversity and inclusion</b></p> <ul style="list-style-type: none"> <li>▪ Understands one’s personal attitudes and values related to diversity and inclusion, and actively promotes, supports and safeguards diversity and inclusion within organization and community</li> <li>▪ Actively models, promotes and supports behaviours and practices that foster organizational and community diversity and inclusion across a broad range of individual characteristics, identities and lived experiences</li> <li>▪ Fosters an organizational culture of learning and reflection that enables the expression, and consideration of, diverse viewpoints</li> <li>▪ Maintains up-to-date knowledge of key demographic and societal trends and analyses related to community and workplace inclusion</li> <li>▪ Undertakes self-study and/or engages with subject matter experts/people with lived experience to understand the negative individual, organizational and community impacts of bias, hate and social exclusion</li> <li>▪ Periodically reviews relevant calls to action of Truth and Reconciliation Commission of Canada to support strategic and operational alignment with their objectives</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Ensures that the development and implementation of workplace talent strategies include attention to the acquisition, development and retention of an appropriate mix of employees with diverse characteristics and life experiences</li> </ul>
<p><b>Leading Change and Transformation</b></p>	<p><b>Leads Capacity for Change and Transformation</b></p> <ul style="list-style-type: none"> <li>▪ Leads organization through strategic and transformational changes to ensure the capacity of the organization to respond effectively and adapt to new challenges and opportunities. Has broad knowledge and perspectives, adopting a long-term view of organizational strengths, weaknesses, opportunities and risks in a changing operational environment</li> <li>▪ Through periodic self-study and/or courses and/or coaching, explores and refines own capacity for complex thinking and self-regulation in the face of adaptive challenges and transformational opportunities</li> <li>▪ Through periodic self-study and/or courses, maintains knowledge of best practices related to overseeing organizational change management initiatives led by direct reports</li> <li>▪ Creates an environment within the executive team that encourages self-and group-awareness, critical reflection, learning, innovation and continuous improvement</li> <li>▪ Coaches direct reports to support the development of their capacity to lead change and transformation within their areas of responsibility</li> <li>▪ Formulates a clear and compelling vision for change and its implications for the organization</li> <li>▪ Communicates strategic change vision and impact to City employees, police services board, community members, and government agencies</li> <li>▪ Advocates for the necessary resources for the change initiative with relevant parties</li> <li>▪ Reinforces the change agenda through one's own actions, behaviours and attitudes</li> </ul>
<p><b>Community Engagement and Public Relations</b></p>	<p><b>Establishes and leads the direction of the organization's relationship with the community including the media</b></p> <ul style="list-style-type: none"> <li>▪ Fosters a positive public image based on the development of authentic and trusting relationships with communities served by the organization</li> <li>▪ Uses effective communications to model authentic and open engagement with internal and external communities</li> <li>▪ Aligns the organizational and community engagement strategies and values with priorities related to organizational and community safety and wellbeing</li> <li>▪ Represents the organization to the public as an engaged part of the community and as a reflection of community values and Canadian values</li> <li>▪ Identifies and models core expectations for employees related to the importance of community engagement and relationship development</li> <li>▪ Fosters and supports effective and appropriate use of social media by employees to engage and develop relationships with the community</li> <li>▪ Provides strategic direction to crisis management and communications professionals in support of enterprise risk management, organizational values and public trust and accountabilities</li> </ul>

<p><b>Upholding Ethical Accountability</b></p>	<p><b>Sets, promotes and embodies values and standards for ethics and accountability</b></p> <ul style="list-style-type: none"> <li>▪ Takes responsibility for one’s own actions and makes decisions that embody organizational and community values and standards</li> <li>▪ Communicates and models the organization’s values and expectations regarding ethical conduct</li> <li>▪ Takes steps to promote and ensure the integrity and transparency of organizational practices in relation to ethical standards</li> <li>▪ Promotes a culture of accountability, fairness and trust within the organization</li> <li>▪ Explains the ethical bases for decision making to foster shared understanding, collective capacity and public trust</li> </ul>
<p><b>Accountability and Trust</b></p>	<p><b>Models and promotes a culture of accountability and trust</b></p> <ul style="list-style-type: none"> <li>▪ Works effectively within governance structures and associated policing frameworks. Adheres to values of public service, trust and accountability. Understands and uses appropriate processes and best practices while collaborating with community partners to support community safety and wellbeing</li> <li>▪ Develops effective working relationships with the external stakeholders to which a police service is accountable</li> <li>▪ Models behaviour that reinforces openness, fairness and transparency in decision making</li> <li>▪ Consults with appropriate sources of expertise and strategic oversight, and with relevant stakeholders to ensure effectiveness of high profile and consequential decisions</li> <li>▪ Effectively maintains independence of the police service from political roles and relationships to ensure transparency and to alleviate concerns of political interference</li> <li>▪ Promotes and ensures values-based commitment to organizational justice and community accountability in the context of collaboration, operational practices, communications and governance.</li> </ul>
<p><b>Strategic Thinking and Flexibility</b></p>	<p><b>Encourages strategic thinking and flexibility</b></p> <ul style="list-style-type: none"> <li>▪ Cultivates a flexible learning mindset that enables strategic thinking in support of innovation, organizational agility, adaptive capacity and an appropriate balance of risk tolerance and risk management across the organization</li> <li>▪ Cultivates strategic thinking and a flexible learning mindset for oneself</li> <li>▪ Promotes a culture of learning and coaches and supports strategic thinking, innovation and flexibility among direct reports</li> <li>▪ Promotes, supports and recognizes strategic thinking, innovation and flexibility across the organization</li> </ul>

**Rate of Pay:**

\$212,447.76 - \$229,218.97 – 2024 Annual Rates

The City of Brandon also has a Defined Benefit Pension Plan administered through MEBP, disability and life insurance plans as well as a comprehensive health plan through Manitoba Blue Cross.

**If you have a desire to make a difference, please submit your resume to:**

**Lillian Wong, Director, Executive Search**  
**Lillian.Wong@mnp.ca**

*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.*



## ABOUT BRANDON, MANITOBA

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### Population & General Information

The City of Brandon's population in the 2021 Census was 51,313, just over a 5% increase from the 2016 Census. Brandon's growth has kept pace with the fastest-growing cities in Canada and demonstrates the opportunities available for individuals, families, and businesses to grow and succeed. According to the 2021 Census, the City's landmass is approximately 79.04 square kilometers and has an estimated trading population of 180,000.

### Age Friendly

Age friendly environments foster health, well-being, participation, and inclusion for people as they age. Explore more about Age Friendly Brandon.

### Arts, Culture & Diversity

Brandon is home to excellent cultural facilities, programs, and events such as the Art Gallery of Southwestern Manitoba, Brandon University's Fine Arts and Music Programmes, the Brandon Folk, and the Music & Art Festival. Rarely does a weekend go by without a community gathering, theatre play, concert, or event.

### Agricultural Landscape

**Crops:** Brandon and Southwest Manitoba are known for their rich agricultural heritage. The region's fertile soil supports a variety of crops, including wheat, canola, barley, soybeans, corn, and sunflowers. Crop farming is a significant contributor to the local economy.

**Livestock:** Livestock farming, including cattle and poultry, is also a vital component of the agricultural sector. The region has numerous ranches and farms dedicated to livestock production.

**Technology:** Farmers in this area often embrace modern agricultural technologies and practices, such as precision farming, to optimize crop yields and efficiency.

### Economic Landscape

**Agriculture:** Agriculture plays a pivotal role in the local economy, providing employment opportunities and contributing to exports. Agribusinesses, such as grain elevators, agricultural equipment suppliers, and food processing companies, thrive in the region.

**Manufacturing:** Brandon has a diverse manufacturing sector, with companies specializing in food processing, metal fabrication, and machinery production. These industries offer employment opportunities to local residents.

**Retail and Services:** The city of Brandon serves as a commercial hub for Southwest Manitoba, offering a wide range of retail stores, restaurants, and services. Retail trade, healthcare, education, and transportation services also contribute significantly to the economy.

## Social Landscape

**Community Spirit:** Residents of Brandon and Southwest Manitoba often take pride in their close-knit communities. Social events, festivals, and community gatherings are common, fostering a sense of belonging.

**Education:** The region is home to educational institutions like Brandon University and Assiniboine College, providing higher education opportunities to local and international students. Brandon University and Assiniboine College offer academic program partnerships to experience hands-on learning and theoretical knowledge, giving a competitive advantage in the workforce.

**Outdoor Activities:** Given the region's natural beauty, outdoor enthusiasts can enjoy recreational activities such as hiking, fishing, boating, and camping. Riding Mountain National Park is a popular destination for nature lovers. Whatever the season, there are a multitude of recreational options ranging from casual to organized or professional. Winter sports are aplenty and include snowmobiling, ice fishing, cross country skiing and snowshoeing. The Assiniboine River stretches 17 km through Brandon and is ideal for canoeing, water sports, fishing and picnics. Brandon is strategically located to facilitate quick visits to the capital city home to an NHL hockey franchise, CFL football team, and major concert events, one hour to the USA border, and countless parks, forests, rivers and lakes.

## Lifestyle

**Cost of Living:** The cost of living in Brandon and Southwest Manitoba is generally lower than in larger urban centers, making it an attractive place to live for those seeking a more affordable lifestyle. Brandon combines the amenities of urban living with the charm of a close-knit community. Brandon consistently ranks in the Top 10 Best Places to live and is the 6th sunniest city in Canada. Cottage country is as close as 20 minutes, with renowned Riding Mountain National Park and Wasagaming resort area within an hour. World-class hiking and mountain biking opportunities are also within 20 minutes. Brandon offers the third most affordable housing in the country when comparing salaries to housing costs (REMAX 2022).

**Work-Life Balance:** The lifestyle in this region often emphasizes work-life balance, with many residents valuing the proximity to nature and a slower pace of life. Maximum in-city commute of 12 minutes makes going home for lunch or attending your children's school celebrations or activities easy. Enjoy a balance of professional challenge and personal fulfillment.

**Cultural Diversity:** While predominantly of European descent, the region has become more culturally diverse over the years, with a growing Indigenous and immigrant population. This diversity has enriched the local culture and cuisine.

**Healthcare and Services:** Brandon offers access to healthcare facilities, schools, and recreational amenities, ensuring that residents have access to essential services and a comfortable lifestyle.

We encourage you to dig a little deeper into what makes Brandon so welcoming by visiting <https://www.brandon.ca/> and <http://economicdevelopmentbrandon.com/live>. We are confident that you will agree, "You Belong in Brandon".