



Manitoba EDO Wage Classification Model & Scale

November 18, 2021

Introduction

In 2021 the Economic Developers Association of Manitoba (EDAM) conducted an employment classification system and wage scale study for the Economic Development Officer/Practitioner profession within the Province of Manitoba. The Manitoba EDO Classification Model & Wage Scale Study is designed to:

- ✓ Match appropriate salary with job responsibilities
- ✓ Define classification levels
- ✓ Aligning EDAM's Community Edge Program merit with other professional development offerings
- ✓ Improve opportunity to attract qualified staff
- ✓ Improve retention of staff
- ✓ Provide staff with salary expectations, yearly increases, and long-term earning potential
- ✓ Reclassify a current position to receive new job responsibilities.

EDAM contracted an economic development consulting firm that engaged in a two-phase primary research program (on-line surveys and in-depth interviews) to reach out to key stakeholders such as:

- ✓ EDAM Members
- ✓ Manitoba Economic Development Officers
- ✓ Municipalities
- ✓ And other delivery agencies

The primary research was used in tandem with secondary research into existing wage scale classification models to create a new model for Manitoba. The model is partially based on a scale developed by Manitoba Municipal Administrators Association (MMAA) for the CAO profession.

The Manitoba EDO Wage Classification Model & Scale is designed to be a guiding tool for municipalities and economic development professionals to better understand how wages reflect the requisite responsibilities, qualification and experience related to the role.

STEP 1

Review each category from A to F and determine the point allocation for each category.

A) Education

Post Secondary Degree or Diploma

4 points

Graduate Degree

2 points

B) Population

Based on the latest available census information

1	to	999	1 points
1,000	to	4,999	2 points
5,000	to	9,999	3 points
10,000	to	24,999	4 points
25,000	to	49,999	5 points
50,000	to	99,999	6 points
100,000	and	over	7 points

C) Economic Development Budget (excluding the EDO salary)

\$5,000	and	less	1 point
\$5,000	to	\$9,999	2 points
\$10,000	to	\$19,999	3 points
\$20,000	to	\$49,999	4 points
\$50,000	to	\$74,999	5 points
\$75,000	to	\$99,999	6 points
\$100,000	to	\$149,999	7 points
\$150,000	to	\$249,999	8 points
\$250,000	and	more	9 points

D) Employees

1	or	less	1 point
2	to	3	2 points
4	to	5	3 points
6	to	10	4 points
10	or	more	5 points

E) Additional Qualifications

Economic Development Degree/Diploma	5 points
Community Edge (EDAM and/or EDAC) Certification	3 points
Accounting Designation	2 points
Land Use Planning Degree/Diploma	2 points
Tourism Degree/Diploma	2 points
Marketing & Communications Degree/Diploma	2 points
Business or Management Degree/Diploma	2 points

F) Additional Experience*

Board Governance	1 point
Project Management	1 point
Grant Writing	1 point
Tourism Development	1 point
Marketing & Communications	1 point
Business Analysis & Planning	1 point
Volunteer Management	1 point
Strategic Planning & Facilitation	1 point
Investment Attraction	1 point
Recreation Planning/Development	1 point
Data Collection & Analysis	1 point
Social Media Management	1 point
Export & Trade	1 point
Infrastructure Development	1 point

**Experience should be specifically demonstrated to merit points. See Appendix 1 for examples of proven experience. Candidate should complete the attached Appendix B template in advance of awarding points.*

STEP 2

Total points in categories A – F are used to determine the individual's experience level. Calculation of the experience component depends on the historical experience of the EDO.

Level 1:	a rating of 22 points or less
Level 2:	a rating of 28 points or less
Level 3:	a rating of 28.5 points or more

Once an individual has determined their experience level the following calculation must be completed.

Level 1:	0.5 points/year awarded
Level 2:	.75 points/year awarded
Level 3:	1.0 points/year awarded

STEP 3

The total points achieved in Steps 1 and 2 are accumulated to determine placement on the classification table.

Classification Table

Class 1:	a rating of 25 points or less
Class 2:	a rating from 25.1 to 32.5 points
Class 3:	a rating from 32.6 points to 40 points
Class 4:	a rating from 40.1 points to 47.9 points
Class 5:	a rating of 48.0 points or more

Salary Schedule (\$ 000's) - 2022**

	Min	2	3	4	Job Rate*	Maximum
Class 1	35	38	41	44	47	50
Class 2	41	45	49	53	57	61
Class 3	49	54	59	64	69	73
Class 4	59	65	71	77	84	90
Class 5	71	78	85	92	99	106

*Job Rate is what an organization would normally expect to pay an employee who is performing all of the duties of a job in a satisfactory manner.

**Values are based on 2022 and consideration should be given to adjusting the scale annually for a Cost of Living Allowance.

This system allows 5 incremental steps from minimum to job rate. For the EDO to move within the schedule/increments assumes a satisfactory or better annual performance rating. These steps can be built on yearly or bi-yearly performance reviews; or whatever metric the organization wished to measure tenure combined with job performance.

It further provides for a merit range between Job Rate and Maximum. Movement into this range is based on a performance rating of above standard/excellent.

This wage scale is based on a 40-hour work week over 52 weeks. Part time EDOs may have their salaries pro-rated based on hours/week.

Appendix 1: Additional Experience Examples

The list below is by no means an exhaustive list, rather just some examples:

- ✓ Board Governance: helping set up a board; writing board bylaws; board management
- ✓ Project Management: project design, financing, contract management, timelines, budgets
- ✓ Grant Writing: writing grants for economic development projects, municipal projects, or local businesses
- ✓ Tourism Development: tourism product development & capacity building of local operators/attractions
- ✓ Marketing & Communications: press releases; media interviews; website development/management; graphic design; developing a marketing plan
- ✓ Business Analysis & Planning: business plan development; performing financial analysis of a business
- ✓ Volunteer Management: managing volunteers on a project or ongoing basis
- ✓ Strategic Planning & Facilitation: conducting strategic planning; planning session facilitation
- ✓ Investment Attraction: investment attraction capacity building; investor outreach; site selector inquiry responses
- ✓ Recreation Planning/Development: developing & implementing recreation projects and programming
- ✓ Data Collection & Analysis: market research; community consultation data analysis; economic data collection analysis
- ✓ Social Media Management: setting up, managing and updating social media accounts
- ✓ Export & Trade: assisting business to develop export opportunities or expand exports by navigating export laws, financial assistance, government contacts
- ✓ Infrastructure Development: assisting in the planning, funding identification/application, or advocating for municipal infrastructure development

Appendix B – Experience Supporting Documentation Template

Experience Category	Details/Evidence of Experience	Timeframe	Point Awarded
Board Governance			
Project Management			
Grant Writing			
Tourism Development			
Marketing & Communications			
Business Analysis & Planning			
Volunteer Management			
Strategic Planning & Facilitation			
Investment Attraction			
Recreation Planning & Development			
Data Collection & Analysis			
Social Media Management			
Export & Trade			
Infrastructure Development			

