



# **SCAN OF ECONOMIC DEVELOPMENT JOB ADVERTISEMENTS IN RURAL ONTARIO**

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# Scan of Economic Development Job Advertisement in Rural Ontario

## Introduction

Businesses throughout rural Ontario are struggling to attract and retain workforces necessary for local and regional economies (Canadian Association of Agri-Retailers, 2024; Crawley, 2023; Martin, 2020; Stranges, 2023). All sectors of the economy are impacted by workforce challenges. These labour shortages have implications for rural businesses, rural communities, and rural people.

To better understand the current labour market, this report examines job advertisements in the field of rural economic development in Ontario from October to November 2023. This report identifies high level trends observed based on online job advertisements to better understand the skills and tasks required for economic development job opportunities.

This report is conducted as part of the multi-year Rural Economic Development Knowledge Translation and Transfer research project. Further information about this research initiative can be found at <http://ruraldev.ca/ktt-red/>. This research is funded by the [Ontario Agri-Food Innovation Alliance](#), a collaboration between the Government of Ontario and the University of Guelph.

## Methods

The data utilized in this report was acquired through an online search of employment advertisements. Relevant job advertisements were located and examined by using keywords like "rural economic development officer," "business development officer," "economic development officer," "community development officer," and "community economic development officer." All keywords were searched from the geographical perspective of Ontario. Using this approach, it was possible to investigate employment prospects in the fields of economic and community development in Ontario, which generates important insights into the needs and conditions of these fields today.

Between mid-October and mid-November 2023, 33 job advertising in all were identified that included at least one of the permutations of key words. Illustrations of the job

advertisements located are included below. All employment advertisements were uploaded and analyzed using NVIVO, a qualitative data analysis programme.

11/24, 12:41 AM business development officer - Orangeville, ON - Job posting - Job Bank

4140216

Loading, please wait...

**business development officer ✓**  
**Verified**

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Posted on December 12, 2023 by **BRAMCITY LOGISTIC INC.**

Job details

- 📍 Orangeville, ON
- 💰 \$43.00 hourly / 30 hours per week
- 📄 Permanent employment
- ⌚ Full time
- 🗓 Starts as soon as possible
- 👤 1 vacancy
- ● Verified
- 📄 Job Bank #2712676

Overview

Languages

English

Education


- Bachelor's degree

Experience

1 year to less than 2 years

<https://www.jobbank.gc.ca/jobsearch/jobposting/39774183> 1/5

11/9/23, 12:59 AM Employment Portal - Municipality of North Perth



Employment Portal

Thank you for your interest in starting a career with North Perth. We strive to attract, hire, and retain quality candidates to maintain high levels of service for our community. To apply to a job posting, please submit your application before by creating an account to upload your resume and cover letter. We welcome applications for advertisement postings, unsubmitted resumes will not be accepted. The Municipality of North Perth is an equal opportunity employer. Please refer to Human Resources of the nature of any accommodations(2) that you may require. We appreciate the interest of all applicants, and only those selected for an interview will be contacted. We look forward to hearing from you!

Welcome

[Log In \(/Login/Index\)](#)

Job Details:

**Economic Development Coordinator**

Open Date	Nov 02 2023 - 11:08:00 AM
Close Date	Nov 16 2023 - 04:30:00 PM
Position Title	Economic Development Coordinator
Posting Type	Permanent
Posting Status	Active
Position Length	Full-time
Department Group	Strategic Initiatives
Hours per Week	35
Department	Strategic Initiatives
Openings	1
Education	College Diploma
Experience	3 years
Competition	#27-2023

<https://careers.northperth.ca/JobDetails/1e79aaee-7ea9-4500-bf6d-b0770098b9b> 1/3

We used a methodical coding technique in our investigation to classify data taken from the 33 recognised job postings. We defined eight primary codes, with many subcodes for each to capture important features of the employment advertisements. The eight primary codes were:

- 'locations,' which indicated where the job opportunities were located;
- 'educational background,' which described the academic requirements;
- 'job type,' which classified positions as part-time, full-time, or casual;
- 'payment,' which explained the salary and compensation details;
- 'required skills or tasks,' which encompassed specific skills and tasks expected from applicants;
- 'job title,' which gave information about the roles that were designated;
- 'employer,' which identified the organisations or entities that were providing the positions; and

- 'years of required experience, 'which indicated the anticipated degree of professional background.

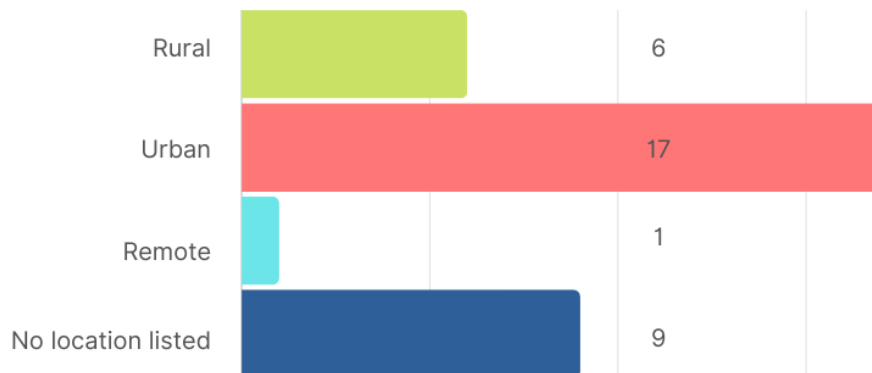
This coding system made it easier to explore the subtle qualities that were hidden in the job ads in an organised and thorough manner, which enhanced our knowledge of the demands and trends in the sphere of economic and community development.

## Findings

Findings from each of these codes is presented below along with the overall trends and patterns found in the job advertisements.

### Location

The 'location' code functioned as a basic category in our first coding scheme, including three separate subcodes: 'rural,' 'urban,' and 'remote.' We used demographic statistics from the Statistics Canada website for the year 2021 to decide if a place belonged in the "urban" or "rural" category. Places that have more than 100,000 residents were categorized as "urban," whereas those with less people living in them were categorized as "rural". The 'Remote' subcode was used for job advertisements that did not have a physical location and could be performed entirely online. There were nine positions where the location of the position was not formally listed in the job advertisement. We found a total of 6 job advertisements in rural locations, 17 in urban locations, and 1 remote by this categorization technique. We were able to identify regional trends in employment possibilities related to economic development thanks to this detailed classification, which also provided insightful information about how these roles are distributed geographically depending on factors like population density and remote work arrangements.



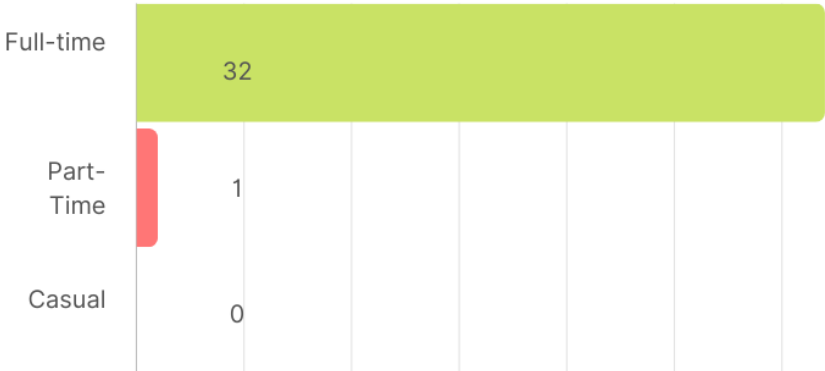
# Required Education Background

We examined the educational background of the job advertisements related to community development and economics. Three of the job advertisements mentioned that candidates with a college degree or a diploma would be preferred. In 28 job advertisements the required education background for candidates was a bachelor's degree. It's interesting to note that no job advertisements specifically called for applicants to have no formal education, a master's degree, or a PhD.

Level of Education	All Jobs	Rural	Urban	Remote
No formal education	0	0	0	0
College or Diploma	3	1	2	0
Bachelor	28	5	15	1
Masters	0	0	0	0
Doctoral	0	0	0	0

# Job Type

Three subcodes were used to categorize occupations: "casual," "full-time," and "part-time." Job advertisements were categorized based on the self-reported language used to describe the employment opportunity. A prevalent tendency towards full-time work in the industry is shown by the 'full-time' subcode's popularity, which was observed in 32 out of 33 listings. Only one position was listed as part-time' and none were listed as casual. subcodes, highlighting how uncommon these job categories are in occupations related to community and economic development. This coding scheme provides an obvious overview of the sorts of jobs available, highlighting the industry's continued reliance on full-time employment.



## Remuneration

According to our investigation, the 'payment' code was divided into six distinct subcodes that were used to classify the hourly pay ranges for job listings related to community and economic development. The following subcodes represented different pay ranges: 'less than \$24 per hour,' '\$25-29 per hour,' '\$30-34 per hour,' '\$35-39 per hour,' '\$40-45 per hour,' and 'more than \$45 per hour.' This categorization scheme made it possible to analyse diversity in the industry. Over half of the job advertisements (55%) posted a remuneration amount \$35-39 per hour.

Remuneration Amounts	All Jobs	Rural	Urban	Remote
Less than \$24/hr	0	0	0	0
\$25-29/hr	1	1	0	0
\$30-34/hr	5	3	1	1
\$35-39/hr	18	1	17	0
\$40-44/hr	9	1	8	0
More than \$45/hr	0	0	0	0

## Required Skills and Tasks

The table below identifies the tasks and skills listed in the economic development job advertisements. The skills and tasks include a wide spectrum of competences, from general administrative skills to specialised knowledge like market analysis and business investment administration. The large number of references suggests that "Market Analysis and Research Skills" (163 references) and "Business Investment Administration Skills" (86 references) are particularly highly regarded. This implies a heavy focus on the capacity to comprehend and analyse market trends as well as efficiently manage corporate investments in this domain.

Required Skills and Tasks	Number of Job Advertisements	Number of Times Skills is Referenced
Administrative skills	17	22
Attention to details skills	21	21
Business investment administration skills	32	86
Community engagement and communication skills	33	73
Computer and Technology Skills	19	58
Consultation Skills	14	14
Database Management Skills	12	12
Feasibility Studies Skills	9	9
Licensing Compliance Skills	11	11
Market Analysis and Research Skills	33	163
Personal Suitability Skills	23	112
Policy Development Skills	27	29
Presentation and Public Speaking Skills	15	17
Supervision Skills	18	18
Work under Pressure Skills	21	57

With 73 references, “Community Engagement and Communication Skills” also stand out, emphasising the value of stakeholder contact and the capacity to connect and communicate effectively at all levels of the community. The current demands of these professions, which call for competence with digital tools and the capacity to withstand stress, are reflected in the frequent citation of computer and technology abilities as well as the ability to operate under pressure. The analysis demonstrates how demanding and diverse the talents required for success in economic development tasks are, showcasing a combination of technical expertise, fit for the job, and the capacity to oversee intricate relationships and initiatives.

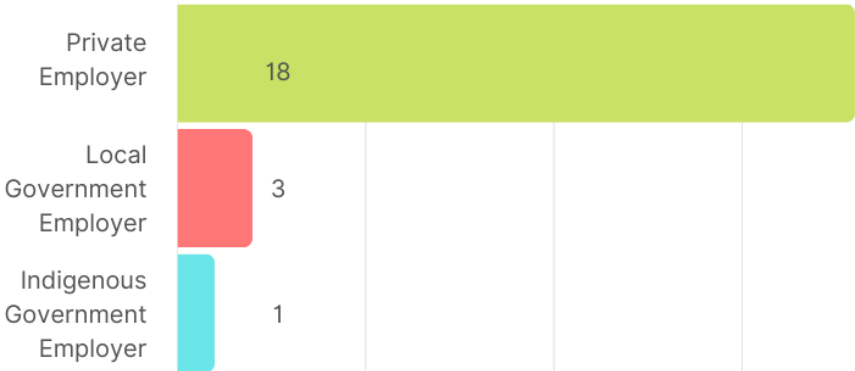
## Job Titles

We examined job titles in the field of economic and community development, and out of the 20 job listings that contained this information, we found five unique titles. The positions were "business development officer," "communication officer," "economic development coordinator," "business loan officer," along with "economic development officer." Interestingly, because the ads only included a small range of titles, we were

unable to identify any subcodes under the 'job title' category. This analysis provides valuable understanding of the many capacities that are involved in the field of economic and community development, from financial coordination and communication to strategic business growth.

### Type of Employer

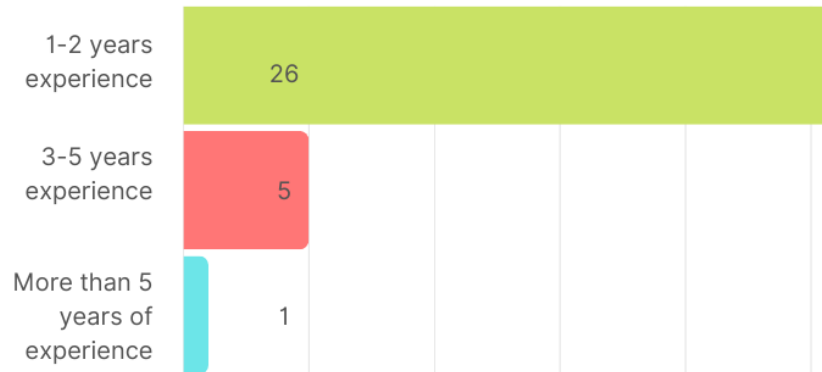
The 'employer' code was divided into three subcodes based on the kinds of organizations that provide jobs related to economic development. The majority of job advertisements were from Private Employers (18), followed by Local Government Employers (2), and Indigenous Government Employers (1).



### Years of Experiences Required

Our study grouped the 'years of experience necessary' employers were looking for in jobs related to community and economic development into three different categories: 1-2 years of experience, 3-5 years of experience, or more than 5 years of experience (see figure below). The '1-2 years of experience' subcode is frequently used in job postings, indicating that candidates with moderate experience are preferred. On the other hand, the '3-5 years of experience' and '5+ years of experience' subcodes highlight opportunities for candidates with more extensive professional backgrounds to contribute to community and economic development initiatives.





## Summary

This report set out to examine job advertisements in the field of rural economic development in Ontario. A collection of 33 job advertisements were found in the fall of 2023. Key observations based on online job advertisements include:

- The most common remuneration amount for rural economic development opportunities was \$35-39 per hour.
- The most common education background requirement was an undergraduate degree.
- The most common skills and tasks were (i) Market Analysis and Research Skills, (ii) Personal Suitability Skills, and (iii) Community Engagement and Communication Skills.
- Most job advertisements found through online search engines through the use of 'rural' as a key word were located in urban places.
- Most job advertisements were with private sector employers.

This research represents a snapshot of job advertisements in rural economic development from the fall 2023 through an online search. There is still considerable research to be done in this area. It is recognized that not all job advertisements for rural economic development positions are posted in an online platform that shows up in an online search engine. Some employers may rely on local and regional newspapers and other formats for sharing employment opportunities. There are also opportunities to refine the search parameters to ensure rural economic development job opportunities are not missed. It is also recognized that job advertisements in rural economic development are posted throughout the year. This snapshot in the fall 2023 may not be

representative of all rural economic development job advertisements. Further research and analysis is required.

This report is part of larger research initiative called “Rural Economic Development Knowledge Translation and Transfer”. Additional research activities will take place until Spring 2025. Further information about this research initiative and the research outputs can be found at <http://ruraldev.ca/ktt-red/>.

## Acknowledgements

This research is funded by the [Ontario Agri-Food Innovation Alliance](#), a collaboration between the Government of Ontario and the University of Guelph.

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