

General Manager

Department: Community Services, Animal Services Agency

Designated Work Location: Animal Services (1057 Logan Ave)

Position Type: Permanent, Full-time

Salary: \$119,449.16 - \$168,494.83 annually, Out of Scope Grade 7 salary scale

Posting No: 125875

Closing Date: June 6, 2025

Providing a wide range of services to over half of all Manitobans, The City of Winnipeg is one of the largest employers in Manitoba. We provide a comprehensive range of benefits and career opportunities to our employees. These include competitive salaries, employer-paid benefits, dental and vision care, pension plans, and maternity/parental leave programs. Additionally, we offer education, training, and staff development opportunities to ensure that our employees are equipped with the necessary skills to advance in their careers.

Our Benefits web page provides detailed information about the benefits we offer, and we encourage you to visit it for further information at [City of Winnipeg Benefits](#). We take pride in fostering a [respectful](#), [diverse](#), safe, and healthy workplace where our employees can thrive and achieve their full potential.

Flexible work arrangements, which may include flexible hours, remote work, or a hybrid of remote work may be available; subject to review and approval. Please note that Employees who are approved to work remotely are responsible for and must demonstrate that they are available to return to their Designated Work Location and/or other work location to attend meetings or attend other tasks that occur in person.

The City is committed to attracting and retaining a diverse skilled workforce that is representative and reflective of the community we serve. Applications are encouraged from equity groups that have been and continue to be underrepresented at the City; Indigenous Peoples, Women, Racialized Peoples, Persons with Disabilities, 2SLGBTQQIA+ Peoples and Newcomers are encouraged to self-declare.

Requests for Reasonable Accommodation will be accepted during the hiring process.

Preference to internal applicants may be applied.

Job Profile

The General Manager (GM) of Animal Services is responsible for the overall leadership, operations, and financial sustainability of the Animal Services Special Operating Agency. Reporting to the Director of the Community Services Department, the GM provides strategic oversight and ensures the Agency meets its mandate while aligning with municipal policies and community expectations. With delegated authority comparable to a Department Head, the GM operates with independence while receiving general direction from the Director on civic and departmental policies affecting the Agency. They are responsible for developing and implementing an annual business plan, managing planning and reporting processes, and ensuring compliance with municipal by-laws, the SOA's Operating Charter, and approved business strategies.

The GM plays a pivotal role in strengthening and enforcing responsible pet ownership by-laws to promote public safety, animal welfare, and accountability. They oversee the development and implementation of modernized enforcement strategies, ensuring compliance through education, fines, and penalties. By addressing issues such as dangerous animals, aggressive behavior, and repeat violations, the GM works to create a safer community for both residents and their pets.

They coordinate with law enforcement and municipal departments to enhance enforcement efforts, ensuring a consistent and effective approach.

In addition to enforcement, the GM is responsible for the humane intake, care, and management of lost, stray, and surrendered animals, ensuring that kenneling operations align with best practices in animal welfare. They expand licensing initiatives to increase pet registration and compliance, leveraging technology to create a more efficient and user-friendly process. Recognizing the importance of proactive animal care, the GM promotes low-cost spay/neuter and microchipping programs to reduce pet overpopulation and improve overall community pet health. Strengthening partnerships with rescues, veterinarians, and animal welfare organizations is a key priority, helping to enhance adoption rates and rehoming efforts.

The GM is also a leader in community engagement, developing public education campaigns to raise awareness about responsible pet ownership, emphasizing the importance of licensing, spaying/neutering, and proper animal care. They foster strong relationships with community stakeholders, advocacy groups, and elected officials to ensure collaboration and policy effectiveness. Utilizing data-driven decision-making, they assess trends, improve service delivery, and drive continuous innovation within the Agency. With strong political acumen and strategic communication skills, the GM enhances the Agency's public image while advocating for progressive animal welfare policies. Committed to innovation, they promote excellence in customer service, explore new service delivery models, and seek opportunities for public-private partnerships, all while fostering a motivated and results-oriented team.

As the General Manager, you will:

- Provides leadership and guidance in the planning, development, implementation and evaluation of all business matters, both administrative and operational, for the Animal Services SOA.
- Manages an animal services program that includes the licensing of animals, operation of an animal shelter, adoption, redemption, volunteer programming, community outreach, and the enforcement of animal control/ownership legislation.
- Manages and takes responsibility for all financial matters related to the SOA, ensuring systems and processes for controlling and recording all expenditures and revenues are set up and follow accepted accounting principles and City policies.
- Leads the development and communication of planning and performance reporting systems for the SOA, both internally and externally.
- Leads in a way that fosters an organizational structure and culture that supports the growth of a motivated workforce, where initiative, creativity, innovation, and an entrepreneurial mindset are encouraged
- Leads the development, coordination, and implementation of a full marketing and communication strategy for the agency that supports and advances the goals and strategies outlined in the Business Plan and Operating Charter.
- Ensures that the Agency acts in accordance with all relevant legislation, statutes, and bylaws, including the Responsible Pet Ownership Bylaw, the Manitoba Animal Care Act, The Criminal Code of Canada, The City of Winnipeg Charter and the City of Winnipeg Code of Conduct.

Your education and qualifications include:

1. Bachelor's Degree in Management or Public Administration; an equivalent combination of education and experience may be considered.
2. Master's Degree in Public or Business Administration would be preferred.
3. Five years' experience working with dogs in an animal welfare environment (animal shelter, animal agency or dog rescue).
4. Previous oversight to a by-law or other enforcement agency is preferred. Preferably in a unionized environment.

5. Experience preparing detailed, comprehensive financial and business reports and knowledge of the principles and practices of financial management.
6. Experience working in progressive administrative positions responsible for the delivery of public services, including development and implementation of plans, policies, strategies.
7. Experience collaborating with interdisciplinary teams and external stakeholders on community issues.
8. Experience leading and managing teams.
9. Experience overseeing financial matters, developing administrative and in the field processes and procedures.
10. Experience in, collecting, reviewing and interpreting reports and/or evidence for court or other legal proceedings.
11. Experience providing respectful and inclusive customer service skills including active listening, empathy and problem solving with the ability to maintain composure in difficult and emotional situations.
12. Demonstrated expertise in decision-making, exercising sound judgment, and conducting effective business analysis
13. Strong knowledge of best practices regarding animal care and welfare including applicable by-laws, legislation and statutes
14. Strong relationship building skills with internal and external stakeholders including community groups, media stakeholders and advisory groups.
15. Effective in developing innovative, responsive, and customer-focused strategies for all services under the SOA.
16. Excellent organizational skills to prioritize and complete tasks efficiently and effectively.
17. Effective verbal communication skills.
18. Effective written communication skills with experience writing reports, letters and other communications.
19. Proficiency in software such as Microsoft Office with additional software skills preferred
20. Knowledge of the Workplace Health and Safety Act and Regulations and how they apply to the workplace.
21. Knowledge of a municipal animal control service, including applicable collective agreements, is preferred.

***IMPORTANT:** Applicants who have been educated outside of Canada must have education which is comparable to the minimum qualification in Canada. Applicants submitting foreign credentials require an official academic assessment report issued by a recognized Canadian assessment service <https://canalliance.org/en/> at application.

Conditions of employment:

- The successful applicant must maintain legal eligibility to work in Canada. If the successful applicant possesses a work permit, it is their responsibility to ensure the permit remains valid.
- A Police Information Check (Vulnerable Sector) Satisfactory to the employer will be required from the applicant(s) or successful candidate(s), at their expense. To obtain a Police Information Check please visit www.winnipeg.ca/police.
- Successfully qualify and maintain a Special Constable designation within the Province of Manitoba.
- Possess and maintain a valid Manitoba Class F Driver's License.

How to Apply

APPLY ONLINE, including all documentation listed below:

1. Current resume and cover letter (**Required**).
2. Applications submitted without REQUIRED documentation will not be considered.

Your application documents must clearly indicate how you meet the qualifications of the position.

Notes

Online applications can be submitted at <http://www.winnipeg.ca/hr/>. For instructions on how to apply and how to attach required documents please refer to our [FAQ's](#) or contact [311](#).

Hours of Work: 8:30 a.m. - 4:30 p.m. Monday through Friday

Employee Group: Out of Scope

Position Reports To: Director of Community Services

Only candidates selected for interviews will be contacted.