

IDENTIFICATION

<i>Position Number</i>	<i>Position Title</i>	<i>NOC/Dept. Code</i>
63-0462	Regional Manager, Tourism and Parks	0412/523523
<i>Department</i>	<i>Division/Region</i>	<i>Location</i>
Industry, Tourism and Investment	Tourism and Parks/Inuvik	Inuvik

PURPOSE OF THE POSITION

(The main reason as to why the position exists, in what context, and the overall end result.)

Reporting to the Regional Superintendent the incumbent is responsible for managing the effective and efficient delivery and implementation of the Department's regional parks and tourism development initiatives.

SCOPE

(Describe in what way the position contributes to and impacts on the organization.)

This position has a direct impact on how the region is perceived as a tourism destination by potential and existing clients (tourists and residents), tourism operators, the general public, other agencies and jurisdictions. The successful application of the responsibilities in this position results in an increased level of regional business confidence, sector awareness, participation and diversification in the regional economy and positive monetary expenditures by the public and private sectors.

RESPONSIBILITIES

(Describe major responsibilities and target accomplishments expected of the position. For management positions, indicate the subordinate position(s) through which responsibilities are accomplished.)

1. Plans for and implements a Regional Parks and/or Tourism Infrastructure program.

- Budgets for and initiates the planning of new tourism infrastructure emanating from regional and local planning activities.
- Participates in the development and implementation of Regional Parks/Tourism strategies and policies for the establishment and operations of parks, protected areas and historical/cultural sites and visitor facilities.

- Develops a framework for regional and local parks management, maintenance and enforcement.
- Establishes a system of consistency and coordination across the region's system of parks and visitor facilities while fostering a regional and local identity.
- Conducts preliminary research, cost/benefit analysis and feasibility studies in support of parks and other facilities projects.

2. Promotes the regional and local tourism industry.

- Works with and in support of the Tourism Development Officer.
- Oversees the development and implementation of a tourism-marketing plan that promotes the region and private sector and is reflective of the level of services available.
- Ensures that sufficient community consultation is completed on an ongoing basis so that there is public awareness of departmental programs and initiatives reflective of the aspirations and/or addresses the concerns of stakeholders.
- Participates in trade shows, familiarization tours and similar programs as required.

3. Ensures proper availability and use of capital projects and equipment throughout the Region.

- Plans and develops parks and tourism related infrastructure such that they are well planned and of a sufficient quality to meet the objective of the program.
- Develops and maintains the division's five year capital plan and prepares and maintains the relative capital substantiation.
- Ventures with other public and private sector agencies to assist in the development of projects through cost sharing arrangements.
- Develops and manages the division's capital projects contracts.
- Provides direction to and works with The Department of Public Works and Services on implementation of divisional capital projects contracts that are architectural, engineering or construction in nature.
- Implements an operational and maintenance program for developed facilities.

4. Ensures proper allocation and utilization of funds identified for the division.

- Manages a capital budget in the order of five hundred thousand dollars.
- Manages an operational budget in the order of two hundred and fifty thousand dollars.
- Manages the division's maintenance budget in the order of seventy thousand dollars.
- Maintains a project completion signing authority of one hundred thousand dollars and a spending authority of fifty thousand dollars.
- Develops, maintains and reports on the financial status of the program's budget and expenditures in an accurate and timely manner.

5. Promotes a well-rounded and developed Tourism and Parks staff.

- Participates with the Regional Superintendent and Manager, Corporate Services in the hiring of direct report staff.
- Develops job descriptions and conducts performance evaluations for direct reports.
- Coaches the Tourism Development Officer on the development of job descriptions and evaluations for his/her direct report.
- Coaches the Parks Officer in the development and implementation of Parks operational contracts.
- Assists and encourages direct reports in the identification and obtaining of career development opportunities.

6. Provide for adequate enforcement of the tourism and parks acts and regulations.

- Ensures that licensing and inspections required under the *Territorial Parks Act* and *Travel and Tourism Act* are properly complied with so as to contribute to a marketable private tourism sector.
- Ensure copies of the relevant Acts and Regulations are up to date and available to all staff doing enforcement.
- Ensures there is public awareness of the Acts and Regulations to the various stakeholders.
- Ensures that there are appropriate staff and/or mechanisms in place to adequately implement enforcement programs.

KNOWLEDGE, SKILLS AND ABILITIES

(Describe the level of knowledge, experience and abilities that are required for satisfactory job performance.)

1. Knowledge of human resource staffing, objective setting, management and evaluation skills.
2. Knowledge of capital project planning, development and evaluation.
3. Knowledge of facility operations, maintenance and programming.
4. Knowledge of proposal development and evaluations.
5. Knowledge of the *Territorial Parks Act* and *Travel and Tourism Act* and regulations.
6. Knowledge of basic law enforcement techniques.
7. Knowledge and experience in implementing and evaluation product promotion and marketing strategies.
8. Knowledge and experience in budgeting and expense tracking and reporting.
9. Knowledge and experience with computer based word processor, spreadsheet, database and electronic mail.
10. Skills in staff supervision.
11. Skill and ability to communicate and deal effectively with the public and other industry professionals both public and private.

- 12. Skills in outdoor/wilderness survival.
- 13. Ability to develop and manage contracts.
- 14. Ability to work in cross-cultural environment.

Typically, the above qualifications would be attained by:

(Years of experience does not necessarily directly correlate to years of learning. Experience is one way of learning. It is possible to have ten years of work experience but not have equivalent amount of learning. It is not what one does that counts, it is what one learns from what one does that counts.)

A Post Secondary degree in Outdoor Recreation, Parks and Tourism, or a Masters in Natural Resources & Environmental Studies with a concentration in either Recreational Resource Management or Tourism plus three to five years progressively more responsible experience in the parks and tourism field. Supervisory skills are developed through formal training and experience is a supervisory role.

WORKING CONDITIONS

(List the unavoidable, externally imposed conditions under which the work must be performed and which create hardship for the incumbent. Express frequency and duration of occurrence of physical demands, environmental conditions, and demands on one's senses and mental demands.)

Physical Demands

(Indicate the nature of physical effort leading to physical fatigue.)

	Frequency	Duration	Intensity
Time spent at computer workstation	Daily	Up to 7 .5 hours daily	Moderate
There are times when the incumbent may be required to do some physical labor such as hauling wood, moving tables, carrying brochures, interpretive signs, etc.	Periodically	1-2 hours	Low

Environmental Conditions

(Indicate the nature of adverse environmental conditions to which the incumbent is exposed.)

	Frequency	Duration	Intensity
While most time shall be spent in the office the summer months require some fieldwork and patrols with travel to smaller communities. This can provide for extreme environmental conditions.	Seasonal	1-3 days	Moderate

Sensory Demands

(Indicate the nature of demands on the incumbent's senses to make judgments through touch, smell, sight and hearing and judge speed and accuracy.)

	Frequency	Duration	Intensity
Speaking on the telephone and in face-to-face meetings and reading and evaluating tenders, contracts and technical documents.	Daily	4 to 5 hours	High

Mental Demands

(Indicate conditions that may lead to mental or emotional fatigue. See User Guide for examples.)

	Frequency	Duration	Intensity
Public and staff presentations	1-2 times annually	2-3 hours	High
Completion of briefing notes etc. are generally required within tight timeframes	Monthly	1-2 hours	Moderate
Enforcement duties, inspections and dealing with disgruntled clients and contractors.	As required	1-8 hours	High