



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Manager, Tourism Development and Enforcement	
Position Number(s)	Community	Division/Region(s)
63-15265	Yellowknife	North Slave Region

PURPOSE OF THE POSITION

The Manager, Tourism Development and Enforcement is responsible for providing expertise, management and oversight in the development, implementation and evaluation of programs and services designed to support tourism growth in the North Slave Region.

SCOPE

The vision of the Department of Industry, Tourism and Investment is to be recognized as being a client focused organization contributing to a vibrant, diverse and sustainable economy for the Northwest Territories (NWT). The mandate of the department is to provide quality programs and services in partnership with other partners and stakeholders to promote and support NWT economic prosperity and community self-reliance.

Tourism is the largest of all renewable-based industries in the NWT. Tourism provides significant employment and business development opportunities for NWT residents and is a key driver of the NWT economy. It is therefore essential to build and enhance the regional tourism industry while ensuring that tourism operators meet legislated and regulatory requirements and are providing quality products and services to territorial, national and international visitors.

The Manager, Tourism Development and Enforcement is located in Yellowknife and reports to the Regional Superintendent of the North Slave Region. The North Slave Region has a population of approximately 25,000 residing in the communities of Behchoko, Gameti, Wekweeti, Whati, Ndilo, Dettah, Lutsel K'e and Yellowknife.

The Manager, Tourism Development and Enforcement is responsible for managing tourism programs and services, monitoring the success of program and service delivery, and managing assigned human and financial resources in accordance with federal and territorial legislation. The incumbent is required to develop and undertake programs and initiatives focusing on tourism product and business development; community tourism awareness; promotion of tourism as a sustainable economic opportunity; licensing tourism operators; and enforcing tourism and parks legislation and regulations.

The position has a significant impact on how the region is perceived as a tourism destination by potential and existing clients (tourists and residents), tourism operators, tourism related businesses, visitor information providers, the general public, other agencies and jurisdictions. The North Slave Region currently has seventy licensed tourism operators. The position directly supervises the Tourism Development Officer and Tourism Officer that assist and licence operators. The position also directly supervises one full time Senior Parks Officer and four seasonal Parks Officers and various casual enforcement staff.

The Department concentrates its activities on the 'supply' side of tourism, focusing on the development of market ready tourism products and services and, through the Tourism Marketing Advisory committee and Destination Marketing Organizations, will work cooperatively with the industry to develop marketing activities addressing the 'demand' side. The implementation of all marketing activities is the responsibility of the Destination Marketing Organizations.

A key challenge of the position is working with a diversity of organizations and individuals external to the Government of the Northwest Territories (GNWT), at the community and regional level (i.e. Indigenous Councils, organizations, Municipal Governments, individual operators and businesses, Tourism Advisory Boards and Indigenous business development organizations) as well as at the territorial level (i.e. NWT Tourism, Indigenous Tourism Association of Canada, federal government representatives, other GNWT departmental representatives, and non-government representatives). To be successful, the Manager is required to pursue and facilitate consensus on various key initiatives amongst these various groups.

The Manager ensures that the conditions are in place to allow visitors to have a positive, safe and secure experience by overseeing the department's licensing and enforcement requirements under the NWT's Tourism Act and Territorial Parks Act and associated regulations.

The position works collaboratively with Industry, Tourism and Investment staff at the community, regional and headquarters level. The position is responsible for managing a salary, operation and maintenance budget of approximately \$1.2 million.

RESPONSIBILITIES

- 1. Contributes to the development of departmental, regional and community goals, strategies and action plans for tourism with the intent to promote the establishment and grow of the industry in the region**
 - Participates fully in the development of departmental tourism strategies and plans working collaboratively with Headquarters and other regions of the NWT;
 - Participates in regional tourism and parks strategies and policy reviews for the establishment and operations of parks, protected areas, historical/cultural sites, and visitor facilities;
 - Works collaboratively with the Manager of Parks Facilities and Operations, on the development of trails and experiences within and outside the parks system;
 - Assists in the development and delivery of a system of consistency and coordination across the region's system of parks and visitor facilities while fostering a regional and local identity;
 - Working with the Manager of Parks Facilities and Operations, developments and delivers a framework for parks operations, parks regulatory enforcement and compliance;
 - Monitors and evaluates the effectiveness of current strategies and actions plans;
 - Conducts, internally or in partnership with interested stakeholders, research related to parks and tourism regionally, territorially and nationally to build a catalogue on regional capacity, opportunities, activities and the environment in other jurisdictions in support of parks and tourism planning.
- 2. Supervises the regulation of the tourism industry to ensure all operators and parks visitors are in compliance with territorial legislation and regulations**
 - Manages administration and enforcement of the Tourism Act and the Territorial Parks Act and Regulations in a fair and consistent manner throughout the North Slave Region;
 - Manage the tourism license application, renewal and amendment process in the region;
 - Ensure that staff conduct licensing, permitting and inspections required under the Tourism Act and the Parks Act and regulations;
 - Manages staff and mechanisms to adequately address enforcement/compliance issues and pressures;
 - Provides and oversees staff training on enforcement legislation and regulations, licensing, inspections, investigations, policies, guidelines, methods and techniques;
 - Ensures public awareness of the legislative and regulatory requirements;
 - Ensures all operators and park users are licensed and operating in compliance with legislation and regulation; and
 - Makes submissions and recommendations for regulatory changes as required.
- 3. Delivers tourism programs and services in accordance with federal and territorial legislation, GNWT policy and procedures to support the growth and development of the tourism industry.**

- Undertakes initiatives to expand tourism products available in the region, and to diversify the geographic distribution of these tourism products;
 - Fosters growth in particular market segments including Indigenous and cultural tourism;
 - Oversees the development and delivery of training and services that develop excellence in the tourism industry;
 - Manages the provision of services, advice and support to tourism businesses and arts and crafts businesses, and their associations;
 - Manages tourism funding programs for the North Slave region including the Tourism Product Diversification and Marketing Program, Community Tourism Infrastructure and the Tourism Training Fund;
 - Assists tourism operators and interested operators with their individual business plans and client needs in cooperation with regional business development practitioners;
 - Supports development of new and unique tourism products, especially authentic Indigenous experiences in the North Slave communities;
 - Works collaboratively with communities and community and regional organizations to develop and implement tourism infrastructure plans;
 - Develops inter-regional tourism strategies, packages and support systems to extend the tourism boom in the capital centre across all regions of the territory;
 - Delivers tourism awareness initiatives in all communities within the region and promotes tourism as a sustainable economic opportunity;
 - Delivers tourism awareness initiatives focusing on youth and students; and
 - Participates in trade shows, familiarization tours and similar programs where requested by Destination Marketing Organizations.
- 4. Participates in the development of marketing plans/promotions and assists tourism industry organizations and individual operators to increase the profile of the North Slave Parks and tourism industries.**
- Develops regional marketing materials and plans in coordination with stakeholders;
 - Recommends financial assistance for tourism marketing and product development programs for individual tourism operators to promote achievement of targeted objectives;
 - Ensures the consistent delivery of visitors' information services across the region.
- 5. Manages the human resources, financial and administrative functions of the unit to provide effective and efficient services within budgeted frameworks**
- Manages human resource functions within the unit including staffing, budget and direction setting and performance evaluations;
 - Manages the annual budget for the unit and projects future budget requirements;
 - Oversees contract management and administration of contribution agreements provided to various organizations to foster participation and tourism development;
 - Develops and implements annual work plans that establish short and long-term objectives;

- Provides regular and annual reporting on territorial obligations under multi and bi-lateral agreements and on grants and contribution agreements;
- Develops objectives and performance indicators for the unit including individual staff goals, ensuring they are complimentary to the division's goals and objectives;
- Encourages employee development through performance appraisals, training plans, and professional development opportunities;
- Participates as a member of the departmental management team in planning the short and long-term objectives for the department.

6. Performs other related duties

WORKING CONDITIONS

Physical Demands

Inspecting facilities including walking and climbing. Travel to sites can be by vehicle, helicopter, aircraft, boat, canoe, ATV and snowmobile.

Environmental Conditions

Exposure to adverse environmental conditions such as weather extremes and encounters with predators.

Sensory Demands

No unusual demands.

Mental Demands

Competing priorities and tight deadlines occur. Travel, including to regional communities and parks is required. Inspections can lead to stressful confrontations. Occasional overtime is also required. Dealing with confrontational clientele.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of tourism product development, implementation and evaluation theories, processes and methods
- Knowledge of tourism marketing and sales methods
- Knowledge of the expectations of the travelling public related to the development of tourism goals, strategies, marketing, product development and community development plans
- Knowledge of tourism legislation and regulations including the NWT's Tourism Act, Territorial Parks Act and associated Regulations.
- Knowledge of tourism licensing and regulatory enforcement including the ability to support enforcement actions before judicial or quasi-judicial bodies

- Knowledge of management and supervisory theory and principles, as required, to manage the financial resources and assets of the unit and supervise its human resources.
- Project management skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams within time and resource constraints while monitoring progress and evaluating results
- Knowledge and experience in capital planning, budgeting and expense tracking and reporting
- Strong project implementation and coordination, and experience in delivering multi-trade projects
- Proven communications skills, both verbal and written, with highly developed interpersonal skills to ensure ideas are properly conveyed to a varied audience and/or for negotiations
- Knowledge of generally accepted procedures on tendering and contracting
- Ability to anticipate, identify, clarify and assess issues and situations quickly and develop and implement appropriate timely courses of action.
- Negotiation, analytical and problem solving skills to resolve problems and influence others
- Knowledge and experience of computer software including word processing, spreadsheet, database, accounting and communications applications
- Ability to work in a team environment without supervision
- Knowledge and ability to work in a highly political cross-cultural environment
- Must possess a valid Class Five Northwest Territories Driver's License.

Typically, the above qualifications would be attained by:

A post-secondary degree in Business Administration, Tourism Management or a similar field, with five years of experience in tourism product and services planning, implementation and evaluation; as well as three years of supervisory experience; and experience working in a cross-cultural environment. Equivalencies will be considered. Equivalencies will be considered.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- ☐ No criminal records check required
- ☒ Position of Trust – criminal records check required
- ☐ Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- ☐ French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

READING COMPREHENSION:

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

WRITING SKILLS:

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

☐ French preferred

Indigenous language: Select language

☐ Required

☐ Preferred