



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Tourism Development Officer I	
Position Number(s)	Community	Division/Region(s)
63 - 15304	Yellowknife	North Slave Region

PURPOSE OF THE POSITION

The Tourism Development Officer I is responsible for supporting the Manager of Tourism Development and Enforcement and Tourism Development Officer in the promotion and development of the tourism and arts and crafts sectors and businesses in the North Slave region, and facilitates partnerships to achieve tourism business objectives.

SCOPE

The vision of the Department of Industry, Tourism and Investment (ITI) is to be recognized as a client focused organization contributing to a vibrant, diverse and sustainable economy for the Northwest Territories. 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 renewable based industry in the NWT and provides significant employment and business development opportunities for NWT residents and is a key driver of the NWT economy. It is 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.

Under the direction of the Manager, Tourism, Development and Enforcement and working under the guidance of the Tourism Development Officer, the position contributes to the economic health and diversity of the eight communities in the North Slave region by supporting the growth of the tourism and arts and crafts sectors. The incumbent supports the Tourism Development Officer to develop and support programs and initiatives of

businesses, organizations and governments to increase capacity, knowledge levels, infrastructure and job creation in the tourism and arts and crafts sectors.

To enhance tourism development, the incumbent engages with a variety of organizations and individuals at the community, regional and territorial level (tourism operators, department staff, municipalities, band councils, special interest groups, NWT Tourism, and other territorial and federal departments). These organizations and individuals have different and often conflicting view on how to achieve goals for the tourism sector.

Appointed as a Tourism officer under the *Tourism Act*, the incumbent is also responsible for compliance and enforcement requirements under the Act. The Tourism Development Officer administrates and facilitates the Tourism Operator Licensing process, with the assistance of the Tourism Officer, under the *Tourism Act* and regulations on behalf of the region.

The position is located in Yellowknife but frequently travels to other communities, territorial parks and wilderness locations as required.

RESPONSIBILITIES

1. Under the guidance and mentorship of the Tourism Development Officer, the position provides consulting services, advice and support to tourism businesses and arts and crafts businesses and their associations to improve the delivery of tourism and arts and crafts products and services

- Administers several tourism funding programs for the North Slave region including Tourism Product Diversification and Marketing Program, Community Tourism Infrastructure and the Tourism Training Fund.
- Provides “aftercare” to clients such as post-funding follow-up, assistance with referrals to appropriate programs and services, and advice regarding marketing activity evaluation, business development and licensing
- Provides advice regarding possible target markets, market potential, and preparation of marketing plans
- Encourages uptake of departmental tourism programs and services including training opportunities, the Business Mentorship Program, marketing opportunities
- Informs proponents regarding other information sources (such as other agencies, the internet, printed materials) and/or training opportunities in respect to their proposed or existing business
- Provides advice to departmental business development staff in respect to funding proposals for tourism and arts and crafts businesses, including but not limited to, evaluation of operation and marketing sections of business proposal submissions
- Identifies, develops and facilitates tourism training for clients in the North Slave region
- Attends trade shows and public events to promote tourism and arts and crafts awareness
- Participates on committees or boards as requested

2. Supports regional tourism promotion, marketing and research

- Works closely with NWT Tourism (NWTT) in the strategic planning of and participation in consumer shows, familiarization tours, and marketing activities
- Works closely to ensure the region is represented and marketed, through reviewing various marketing media and strategies
- Participates in the development of community and parks tourism plans and strategies
- Works with the Tourism Development Officer, and collaboratively with NWTT staff to design and acquire appropriate marketing and promotional materials and ensures that these items are available and distributed throughout various locations in the region
- Assists with the development of submissions for funding applications
- Reviews various marketing media and strategies to ensure the region is represented and marketed

3. Reviews and makes recommendations on eligibility for new and renewed tourism operators licensing under *the Tourism Act*:

- Informs potential new tourism operators/ operations and businesses regarding licensing requirements and the licensing process
- Conducts a comprehensive consultation with affected Indigenous groups and appropriate agencies regarding all proposed new or significantly amended tourism operations
- Assesses possible conflicts between proposed tourism activities and existing licensed operators
- Provides advice on possible solutions to mitigate possible conflicts between newly proposed and existing operators or other groups
- Reviews consultation results, along with the merits of proponent's proposal and prepares a recommendation for the license administrator to either issue or refuse licensing
- On completion of review and assessment, prepares necessary documents and supporting materials to facilitate the issuing of Tourism Operator Licenses or notifications of refusal
- Ensures a Preliminary Screening report is prepared when required by regulatory agencies for new or existing tourism operations
- Identifies sensitive or political issues respecting the tourism industry and reports to the Manager on such issues
- Carries out renewal of existing tourism licenses including a review of documentation to ensure consistency in operation from year to year
- Receives and submits revenue from the issuance of Tourism Operator Licenses

4. Compliance and enforcement (Officer Duties) under *the Tourism Act*.

- Coordinates and conducts annual inspections and investigations of tourism operations licensed under *the Tourism Act* in coordination with other government agencies

- Identifies contraventions of the *Tourism Act* and carries out appropriate enforcement action
- Provides written documentation and prepares and issues compliances orders, warnings and formal charges
- Monitors and responds to product service complaints in a timely and comprehensive manner as and when required
- Provides information about incidents to the Crown Prosecutor and gives evidence in court
- Maintains appointment as a Tourism Officer
- Provides regulatory advice on changes and improvements to *the Tourism Act* and regulations

WORKING CONDITIONS

Physical Demands

During promotional events and site visits, the position is required to lift displays, promotional materials and equipment. Walking is required when inspecting facilities, camps and lodges.

Environmental Conditions

Travel to other locations may include camping on the land and inspections in a variety of weather.

Sensory Demands

No unusual demands.

Mental Demands

Travel to other communities is required. Travel may be by vehicle, helicopter, aircraft, boat, canoe, ATV and snowmobile. Dealing with confrontational clientele. Occasional overtime is also required.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the tourism industry, tourism operations and related legislation and regulations
- Ability to interpret legislation, regulation and policy to assess and carry out appropriate enforcement activities in various situations
- Knowledge and experience in implementing and evaluating tourism promotion and marketing strategies
- Knowledge of training techniques with Indigenous and non-Indigenous communities and organizations
- Knowledge of tourism trends, development and marketing, as well as tourism research methodology

- Familiarity with the major tourism and arts/crafts products and markets of the North Slave region as well as the Northwest Territories.
- Knowledge and experience in budgeting and expense tracking and reporting.
- Computer literacy in word processing, spreadsheets and database management
- Ability to communicate in writing, verbally and through presentations with variety of audiences
- Ability to prepare written documents for a variety of audiences
- Must possess a valid Class Five Northwest Territories Driver's Licence.

Typically, the above qualifications would be attained by:

A diploma in a field of study related to the tourism sector such as: tourism and hospitality management, Business Administration, Community Development, or recreation and one year related work experience in tourism development. The incumbent must be eligible for statutory appointment as a Peace Officer. The position requires an NWT Class 5 driver's license.

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