



IDENTIFICATION

| Department | Position Title | |
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| Industry, Tourism and Investment | Tourism Development Officer | |
| Position Number | Community | Division/Region |
| 63-5324 | Yellowknife | North Slave Region |

PURPOSE OF THE POSITION

The Tourism Development Officer is responsible for promoting and supporting the growth of the tourism and arts and crafts sectors within the North Slave region. This role focuses on fostering partnerships, delivering targeted programs, and providing guidance to businesses and stakeholders to advance strategic objectives and enhance individual business success.

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.

Under the direction of the Manager, Tourism and Enforcement, 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 does this by developing and supporting programs and initiatives of businesses, organizations and governments to increase capacity, knowledge levels, infrastructure and job creation in the tourism and crafts sectors.

To enhance tourism development, the incumbent works 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 views 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 administers and facilitates the Tourism Operator Licensing process 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. Provides consulting services, advice and support to tourism businesses and arts and crafts businesses and their associations to improve the delivery of tourism 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 awareness and ITI programs
- Participates on committees or boards as requested

2. Facilitates 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 with NWTT to assist and 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 ITI and 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 of various marketing media and strategies to ensure the region is represented and marketed
- Supports research data collection programs which include working with visitor information centers in the region

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 governments/ 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
- Conducts patrols of tourism areas of operation
- 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 promotion events, site visits, patrols or community visits, the position is required to lift displays, promotional materials and equipment. Driving long distances is required when conducting patrols or travelling. 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 conditions.

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
- Knowledge of strategic planning methods
- Knowledge and experience in implementing and evaluating product promotion and marketing strategies
- Knowledge of Indigenous and non-Indigenous community consultations requirements



- Knowledge of training techniques with Indigenous and non-Indigenous communities and organizations
- Knowledge and experience in budgeting and expense tracking and reporting.
- Knowledge of tourism trends, development and marketing, as well as tourism research methodology
- Knowledge and skills in management and supervision are required to provide consulting advice and services to business
- Experience consulting with, and advising, tourism businesses and operators
- Familiarity with the major tourism and arts/crafts products of the North Slave region as well as the Northwest Territories
- Computer literacy in word processing, spreadsheets and database management.
- Verbal communications skills are required to exchange information, negotiate partnerships and solutions, train and carry out promotional activities, including public speaking
- Written communication skills to draft reports (e.g. application assessments and strategic plans) and convey information and advice to businesses, communities, and tourism and arts and crafts proponents
- Ability to interpret legislation, regulation and policy to assess and carry out appropriate enforcement activities in various situations
- Ability to communicate in writing, verbally and through presentations with variety of audiences
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

A university degree in Business Administration, Community Development, Tourism Management, Commerce, Marketing or a related field with specialization in tourism and two (2) years related experience in tourism development, and a minimum of one (1) year regulatory administration or enforcement experience.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

- A valid NWT Class 5 driver's licence
- Eligibility for statutory appointment as a Peace Officer under the *Tourism Act*

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