

Economic Development & Tourism Manager



Come Work and Play in Campbell River

This is central Vancouver Island's all-season oceanfront gem. Many people are attracted by our city-on-the-move vibe; a lifestyle enriched by four seasons of play and wilderness adventure; plus, easy access by air and ferry. But for passionate community-builders, we offer even more – the opportunity to join an inclusive, service-focused team where you can make your mark and help grow a more equitable, resilient city for all.

WHY APPLY

- ❖ Competitive compensation package including a salary range of \$98,200 to \$111,546, group benefits and defined benefit pension plan.
- ❖ Flexible work options, including compressed work week schedules.
- ❖ Generous vacation package – 6 weeks in 1st year, 7 weeks in 2nd year.
- ❖ Relocation assistance provided.
- ❖ Make a tangible impact in your community.
- ❖ Work with a dynamic and supportive management team.
- ❖ Strengthen leadership skills and help build community partnerships.
- ❖ Live in a growing city situated along 22.5 scenic kms of ocean front along the Discovery Passage.

HOW TO APPLY

Please send your resume with cover letter, quoting competition **EXT-24-083** via email to: careers@campbellriver.ca

Human Resources Department
City of Campbell River
301 St. Ann's Road
Campbell River, BC V9W 4C7

This posting will close on October 3, 2024.

Please note that this posting may close ahead of the official closing date if a successful candidate is identified.



WHAT WE'RE LOOKING FOR

- Post-secondary degree in economic development, commerce, marketing, public/business administration, tourism or a related field.
- Minimum of five (5) years' recent, progressively responsible experience in economic development, tourism or closely related field.
- Minimum of three (3) years' recent progressive supervisory experience, preferably in a unionized environment.
- Previous local government experience.
- Experience in destination marketing and promotion using multiple mediums and digital platforms.
- Experience in the development of departmental and corporate long-range plans as well as budget formulation and reporting processes.
- Experience working effectively with Indigenous communities.

WHAT YOU'LL BE DOING

The successful candidate will:

- Report to the Director of Economic Development and Indigenous Relations.
- Design and implement the economic development and tourism strategy and support Indigenous Relations.
- Build strong relationships with Indigenous communities, community associates and develop opportunities for partnerships.
- Deliver programs which will enhance economic activity.
- Develop long-term strategic goals and accompanying budgets.
- Promote and improve the effectiveness of City operations through collaboration, motivation and innovation.

Please see the attached job description for additional information on this position.

We sincerely thank all candidates for their interest: however, only those selected for an interview will be contacted

ECONOMIC DEVELOPMENT and TOURISM MANAGER

Approval Date:	September 2024	Department:	Economic Development
<input type="checkbox"/> IAFF	<input type="checkbox"/> CUPE	<input checked="" type="checkbox"/> Management	
Title of Management Supervisor:	Director of Economic Development and Indigenous Relations		

General Accountability:

Purpose and Scope

Reporting to the Director of Economic Development and Indigenous Relations, the Economic Development and Tourism Manager is responsible for the design and implementation of the economic development and tourism strategy and for supporting Indigenous Relations for the City of Campbell River. The Economic Development and Tourism Manager will build strong relationships with Indigenous communities, community associates, develop opportunities for partnerships, attract additional sources of funding, and deliver programs which will enhance economic activity in the City of Campbell River and surrounding region. The Economic Development and Tourism Manager is responsible for the development of long-term strategic goals and accompanying budgets, while promoting and improving the effectiveness of City operations through collaboration, motivation and innovation.

Nature and Scope of Work

Leadership

- Hire, lead and supervise staff within the Economic Development and Indigenous Relations Department.
- Supervise, plan, coordinate and direct the activities of staff, establish work priorities, and set goals and objectives, ensuring safety, quality and service standards are met.
- Develop strategic plans, policies, programs, services and objectives which reflect the vision and priorities of Council to promote economic development, tourism and Indigenous Relations with the City of Campbell River.
- Liaise and build partnerships with key interested parties, developers, business and industry representatives, First Nation communities, local and senior government authorities, and other external groups to advance the City's economic development goals.
- Provide a central point of expertise and accountability to Council, staff, and the community on the management and delivery of economic development and tourism strategies.
- Foster and promote a strong workplace safety culture; ensure that all established safe work practices and procedures are followed.

Department and Financial Management

- Plan, schedule and carry out economic development and tourism program activities, including initial planning, feasibility determination, community involvement and acceptance, implementation with project timetables, reviews and evaluation.
- In collaboration with the Director and the Economic Development and Tourism team, develop, implement, and manage programs to support indigenous tourism activities, and economic development activities related to the Nations.
- Provide support to the Director in advancing the City's commitment and efforts towards indigenous relations and in building strong, positive relationships with indigenous communities.
- Collaborate with Senior Management team and managers of other departments to ensure coordinated effort and effective integration in the provision of services, both internally and to the public.

- Develop and implement a comprehensive marketing plan to promote the City to potential investors, including the development and distribution of marketing materials.
- Conduct research and provide information services on matters of economic health, business issues and economic trends; maintain a database of information on the availability of land, building and other facilities conducive to the proportion of business and industrial development and tourism; respond to enquiries regarding economic data, trends and resources related to economic development opportunities.
- Provide formal departmental representation in various settings as required including Council, committees, commissions, working groups, media, trade shows, associations etc.; make presentations to business and community groups to influence positive economic development initiatives and decisions.
- Provide regular reports showing progress towards goals and objectives, including the preparation and administration of departmental operating financial plans in accordance with City policies.
- Ensure full departmental compliance with all federal, provincial, and City regulations, standards, guidelines, and policies.
- Carry out other related duties as may be assigned.

Necessary Qualifications

Knowledge/Skills/Abilities:

- Knowledge of local government operations and governance.
- Current knowledge and exceptional understanding of indigenous relations and cultural issues.
- Knowledge of applicable federal, provincial and local legislation, codes, regulations, standards and guidelines, as well as City Bylaws, policies and procedures.
- Working knowledge of administrative principles and practices, including contract administration.
- Departmental and corporate long-range plans.
- Thorough knowledge of current and evolving development market conditions.
- Knowledge of budget formulation and maintenance processes.
- Knowledge of performance management techniques.
- Superior verbal and written communication and presentation skills, including a working knowledge of the principles and practices of negotiations.
- Ability to collaborate with inter-disciplinary teams to meet business challenges and create opportunities.
- Excellent skills in the fundamentals of computer technology, including data bases and industry standard personal computer software applications.
- Well-developed organizational and time management skills.
- Ability to retain confidential information.
- Ability to set realistic goals and develop plans to achieve them.

Competencies/Personal Characteristics

- Leadership
 - Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.
- Accountable
 - Holds self and others accountable for responsibilities; focuses on results and measuring attainment of outcomes in a business focus.
- Strategic
 - Develops and implements a plan in support of organizational strategic direction. Demonstrates an understanding of the link between one's job responsibilities and overall organizational goals and needs, and performs one's job with the broader goals in mind.
- Communication
 - Clearly presents written and verbal information; writes with clarity and purpose; communicates effectively in both positive and negative circumstances; listens well.
- Creativity and Innovation

- Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new or cutting-edge programs/processes.
- Effective Working Relationships
 - Treats staff, colleagues, and customers with respect; resolves conflicts respectfully and in a timely manner, negotiates effectively, and provides effective feedback to colleagues/employees.
- Integrity and Honesty
 - Demonstrates a resolute commitment to and respect for the spirit and intent behind the rules and core values of the organization, setting an example of professionalism and ethical propriety.
- Client Focused
 - Anticipates, responds, and attends to the needs of clients and internal/external stakeholders of the department and organization. Keeps the client interests in the forefront.

Education/Training/Certification:

- Post-secondary degree in economic development, commerce, marketing, public/business administration, tourism or a related field.
- Must possess and maintain a valid BC drivers' licence as per City policy.

Experience:

- Minimum of five (5) years' recent, progressively responsible experience in economic development, tourism or closely related field.
- Minimum of three (3) years' recent progressive supervisory experience, preferably in a unionized environment.
- Previous local government experience.
- Experience in destination marketing and promotion using multiple mediums and digital platforms.
- Experience in the development of departmental and corporate long-range plans as well as budget formulation and reporting processes.
- Experience working effectively with Indigenous communities.

Preferred Criteria

- Completion of the National Certification Program for Economic Developers.
- Advanced local government administration training.

Special Working Conditions

- Travel is required and is paid in accordance with the City's Travel Policy.
- Working hours will vary to attend some weekend, evening and early morning meetings.