



**Job Title:** Director, Destination Development

**Classification:** Out-of-Scope

**Location:** Saskatoon

Tourism Saskatchewan is a provincial Treasury Board Crown Corporation whose purpose is to promote Saskatchewan as a tourism destination by providing in and out-of-province marketing, delivering visitor services and developing tourism experiences.

The organization is seeking a Director of Destination Development, based in our Saskatoon office. The primary responsibility of this position is to manage the Destination Development (also known as Industry Development) department of Tourism Saskatchewan. This includes the development and implementation of programs to support the province's visitor economy and grow total traveller expenditures.

The Destination Development department is responsible for the initiation and support of tourism planning and development activities that expand tourism in the province. The work is undertaken in collaboration with tourism businesses, attractions, and all levels of government, with the objectives of increasing visitor expenditures and developing the province as a more competitive, marketable and investment-ready destination.

Reporting to the Executive Director of Destination and Workforce Development, the responsibilities and duties of this position are:

- Provide inspiration, leadership, coaching and mentorship to the Destination Development team to achieve the goals and objectives of the organization.
- Lead the execution of the Destination Development Strategy, and updates, as required.
- Work collaboratively within and outside the organization to strategically and effectively create new programs and partnerships to advance the industry.
- Design and implement programs and initiatives that support the development of quality tourism products within Saskatchewan's tourism industry.
- Engage the tourism industry to solicit feedback in the development and implementation of initiatives that address industry needs.
- Facilitate the development of collective action with community leaders and industry operators to advance the industry.
- Work collaboratively to ensure programs and initiatives are consistent with organizational goals and objectives, are well understood throughout the organization, and are complementary with the programs in other areas of the organization.

- Work with staff to develop individual work and learning plans that contribute to the objectives of the organization.
- Work collaboratively with the Marketing and Communications team on shared organizational objectives.
- Actively contribute to the development of the strategic and operational plans of the organization.
- Develop and make presentations to internal and external stakeholders on specific initiatives, as required.
- Manage department budget and appropriate funding program budgets.
- Prepare reports, program updates, and work plans.
- Engage industry and stakeholders by providing presentations, newsletter content, and training opportunities.
- Provide day to day management of employees and operations in the department.
- Perform other related duties incidental to the work described herein.

The knowledge, skills and abilities required for this position are:

- Post-secondary education in tourism, business administration, or a related field, or a combination of education and experience is required.
- A minimum of 5 years' managerial experience is required, including demonstrated experience in project management, program design, development and implementation and team development and leadership.
- Thorough understanding of strategic planning principles, organization operations and procedures, comprehensive knowledge of the concepts and methodologies of product development, marketing, human and fiscal resource requirements of the tourism industry.
- Experience in the design and implementation of programs is essential.
- Extensive understanding of business development and planning procedures is required.
- Knowledge of regulatory requirements and issues and a proven ability in assisting businesses in dealing with these requirements and issues.
- Demonstrated ability in use of current computer applications (including Word, PowerPoint, and Excel).
- Experience building and conducting performance evaluations is required.
- Must have proven experience in developing and delivering effective presentations to both executives and stakeholders.
- Demonstrated experience in management of projects of complex, multi-disciplinary scope with multiple stakeholders.
- Experience in change management processes is an asset.
- Demonstrated strong organizational, planning, and time management skills and the ability to multi-task and prioritize while working within a team environment is necessary.

- Must be able to work independently.
- Experience managing staff in multiple geographic locations is an asset.
- Must have excellent interpersonal skills, including strong leadership, planning, organizational and team skills, and respect for others.
- Must be customer-service focused.
- Must be self-motivated and demonstrate initiative, innovation, flexibility, and enthusiasm.
- An ability to take creative approach to challenges is required.
- Excellent oral and written communication skills.
- Knowledge of Saskatchewan's tourism sector is an asset.
- Valid driver's license is required, and the flexibility to travel with some overnight stays.

Please submit your resume by 5:00 p.m. on Wednesday, September 1, 2021, to:

Joan MacPhail  
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