



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Director, Tourism and Parks	
Position Number(s)	Community	Division/Region(s)
63-0379	Yellowknife	Headquarters

PURPOSE OF THE POSITION

The Director of Tourism and Parks (Director) is responsible for the development and administration of strategies, policies, programs and services to support people, businesses and communities in the tourism sector. The position provides overall leadership, policy and capital planning direction, accountability, performance measurement, and strategic guidance for the management and operation of a system of territorial parks, campgrounds and visitor facilities throughout the Northwest Territories (NWT). The Director is further accountable to lead the planning, implementation and monitoring of all capital planning for the Department of Industry, Tourism and Investment, including providing capital planning advice and documentation to the Minister and Deputy Minister.

Tourism is a key economic and employment sector that supports a diversified economy and generates millions of dollars in revenues across the NWT. The tourism sector is spread across the NWT providing economic, business and employment opportunities in virtually every community. In many cases, the tourism sector is the primary source of business revenue in a community and the industry therefore plays a critical role in smaller communities with limited business, employment and economic opportunities.

Parks management and administration is a critical component for the promotion of the tourism industry, as well as for enhancing the enjoyment and quality of life of residents across the NWT. There has been a constant increase in the use of Parks facilities in the NWT. Managing the system of territorial parks, including visitor facilities, is becoming increasingly complex with the requirement to meet increasing tourist expectations while ensuring the safety and protection of tourists and other parks visitors.

SCOPE

The Director reports to the Assistant Deputy Minister, Economic Development and is responsible for the Tourism and Parks Division. The Director has five direct reports, four of which are Managers, with diverse functions including capital planning, service delivery, regulatory enforcement, and research.

The incumbent is responsible for directing and overseeing system-wide capital planning in respect of the entire Department of Industry, Tourism and Investment, including its regions and the NWT's parks and tourism services. The incumbent is expected to provide strategic leadership during business and capital planning processes. The Department of ITI carries the largest small capital budget of all departments, and the incumbent is responsible for directing the management of these funds, providing necessary leadership and policy guidance to direct reports and regional superintendents, as well as the Minister. The incumbent is expected to know and apply very diverse theories of marketing research, economic analysis, financial analysis, and benefit/cost analysis, and have mastered the disciplines of program planning and evaluation, and project planning to design, develop, implement and monitor practical and effective programs and services for industries in the tourism sector, and for parks and campgrounds. The incumbent must apply this knowledge to constantly adapting situations and develop new solutions using evaluative, innovative, and analytical thinking. Solutions often require innovative, imaginative approaches where no precedent exists. The incumbent may be referenced as an externally recognized expert in the areas of tourism development and parks systems in northern Canada. Due to the broad nature of the position and the frequency with which direction and advice is given to direct reports, regional superintendents, and other GNWT departmental advisors, the incumbent is subject to limited, general direction.

The incumbent must be able to predict impacts of government policies, land use plans, and regulations on the future of NWT parks, accommodations, food services, transportation, recreation and attractions industries (including tour operations) as well as forecast changes and impacts induced by events at a regional, national and international scale, and from events and changes in other industrial sectors.

The incumbent is responsible for ensuring the development and regulation of the major economic sector that includes various businesses engaged in support of the tourism sector, and the incumbent must separately ensure the management of a system of licensed tourism activities, wilderness accommodations, and parks based visitor services. The Director is required to function as a regulator, economic developer and services leader.

The position is responsible to ensure that administration and enforcement of the NWT *Tourism Act* and the *Territorial Parks Act* is applied consistently across the NWT, and to initiate the updating of these Acts and their regulations as necessary to provide the public with safe and enjoyable travel and camping opportunities in the NWT. The incumbent must set broad policy direction in how these Acts are implemented.

Tourist and parks user safety is of paramount importance. Under the *Tourism Act*, the Director is responsible for overseeing investigations enforcement activities, and holds statutory authority for prosecutorial responsibilities. The incumbent acts as the Deputy Parks Superintendent and must provide advice and support to the Assistant Deputy Minister, who acts as the Parks Superintendent, under the *Territorial Parks Act*. In this capacity, the Director has enforcement and prosecutorial powers, including laying charges against parks users, enforcing safety measures such as fire bans, and ordering the evacuation of Parks facilities in emergency situations.

The incumbent takes a system-wide view of parks and campgrounds operations, ensuring that consistent service levels and design features are implemented throughout the NWT. The responsibilities of the position require that the incumbent exercise a high level of independent thought, seeking innovative and new solutions to a variety of issues and challenges which arise from working in a dynamic and complex economic sector comprising diverse industries. The incumbent faces complex situations requiring new approaches to determine and put in place a system of wilderness accommodation in an era of a rapidly changing online environment and shifting consumer demand for travel experiences.

The incumbent is expected to propose policy solutions to achieve desirable behaviour among parks consumers and tourism operators, often in an environment that provides no structured bodies for consultation to achieve results that are difficult to measure in a tangible way, but are nevertheless required. High-level functionality in problem solving is required to find solutions to constantly emerging challenges that arise from overseeing a system of programs, infrastructure and services dispersed over a vast geographic area.

The incumbent is required to quickly understand new information and technologies and independently integrate this information appropriately at a system-wide level for both tourism programs and services, and parks planning.

The incumbent provides direction, goals and objectives for the work of all staff in the division, and is responsible for ensuring that staff have resources and authority necessary to achieve these goals and objectives. In addition, the position provides overarching guidance to set the work agenda for regional parks and tourism staff to align with the goals and objectives of the department.

The incumbent is responsible for engaging with a wide range of stakeholders and specifically for coordinating formal consultations with Aboriginal governments and organizations on issues impacting or potentially impacting, treaty rights, land claims and self-governance matters, including the establishment, operation and management of tourism and parks activities and facilities. The incumbent participates on and contributes to national and international committees, working groups, and conferences.

The incumbent works closely with the Executive Director of Northwest Territories Tourism (NWTT) to ensure that the efforts of both the division and NWTT align with overall goals and objectives of the department for supporting and growing the tourism sector.

In general, the incumbent is subject to broadly defined policy objectives and to general direction, with a high degree of freedom to act within this general context.

RESPONSIBILITIES

1. Provides senior level expertise, advice and briefing materials such as session briefing notes, business plans, and funding requests in support of special initiatives to the Minister, Deputy Minister and Assistant Deputy Minister on the expected effects of international, national and territorial legislation, policies and activities in the tourism and parks areas, anticipating requirements for cyclic and special Cabinet documents;; and advising Senior Management of any up-coming issues at a national or international scale that may impact the tourism and parks operations in the NWT or for the department.
2. Leads the development of public policy and negotiate agreements for tourism and parks including policies for the governance and delivery of tourism and parks programs and services; negotiating and drafting Memoranda of Understanding and other formal agreements with other GNWT departments, Indigenous governments; Federal government departments and agencies, industry and industry representatives, and non-government agencies.
3. Develops, resources, implements and evaluates strategies in support of the tourism sector and parks system by approving project charters and plans; allocating the necessary resources to complete the required work; securing funding to implement strategies from both internal GNWT sources and from other levels of government; and overseeing the evaluation of strategic initiatives.
4. Provides data, analysis, and strategic advice to Senior Management and businesses in the tourism sector to support informed decision-making.
 - Developing, maintaining and analyzing a robust research and planning program that tracks visitor statistics, spending patterns and additional tourism and parks related information and data;
 - Overseeing specific and specialized research into emerging trends and monitoring trends in the tourism sector regionally, nationally and internationally;
 - Communicating research information in a timely manner to industry and Senior Management;
 - Advising Senior Management and industry representatives on interpretation of the information provided and making recommendation on appropriate courses of action.
5. Oversees the development, delivery and evaluation of programs and services designed to increase and enhance skills development in the tourism sector.
 - Developing and implementation training programs for tourist services such as in the accommodation, food services, recreation, and travel trade industries;
 - Promoting and supporting the development of products and services appealing to visitors and offered by tour operators;

- Increasing the stock of tourism related infrastructure in, and surrounding, communities (parks and campgrounds, museums, visitor centres, signage, trail systems and other services and attractions)
6. Ensures that the Destination Marketing Organization, NWT Tourism, is working toward the tourism goals and objectives of the department by reviewing and providing input into the annual marketing plans of the organization; providing NWT Tourism with, or assisting with the acquisition, of timely and accurate information on visitor trends and the traveler segment; ensuring that NWT Tourism is in compliance with, and meets all its obligations under, the annual contribution agreements between the organization and the department; and managing annual contributions agreements with the organization.
 7. Represents the department and the GNWT at the regional, national and international levels at forums, conferences, and on standing committees related to tourism and parks including representing the GNWT on the Board of Directors of the Canadian Parks Council, the Canadian Tourism Commission Research Committee, and various intra- and inter-governmental committees and working groups; making presentations at high level industry and government events and conferences; hosting workshops on specific issues relevant to tourism sector; and advocating on behalf of the tourism sector with other GNWT departments, governments and agencies on policies and regulations which adversely impact the sector.
 8. Leads market research initiatives and provides expert level advice to the Minister, and Deputy Minister; indigenous governments and organizations; industry organizations; community leaders; and other stakeholders concerning tourism and parks opportunities.
 9. Oversees regulatory and enforcement responsibilities under the *Tourism Act* by ensuring that tourism operators are in compliance with legislation and have the required licensing to operate a tourism business, including overseeing investigations; directing enforcement activities; and holding statutory authority for prosecutorial responsibilities.
 10. Provides advice to the Assistant Deputy Minister who acts as the Parks Superintendent under the *Territorial Parks Act* including performing enforcement and prosecutorial powers such as laying charges against parks users; enforcing safety measures such as fire bans; and ordering the evacuation of Parks facilities in emergency situations.
 11. Plans and directs the work program of the Division to ensure that approved objectives and budgets are met in an effective manner consistent with the operational policies and procedures of the GNWT and the mission, goals, values and principles of the Department.
 12. Selects, develops, directs, motivates and evaluates Division staff to achieve stated goals and the human resource planning objectives of the Department and Government.
 13. Contributes to the effective management of the Department through positive collaboration with the Deputy Minister, Assistant Deputy Minister and other senior officials of the Department.

DIMENSIONS **(Annual and Approximate)**

Staff:	10 FTE
Compensation & Benefits:	\$1.2M
Operations & Maintenance:	\$1.1M
Grants & Contributions:	\$5.5M
Capital:	\$3.6M

The above capital amount of \$3.6M is the entire departmental capital budget.

WORKING CONDITIONS

*(Working Conditions identify the **unusual and unavoidable**, externally imposed conditions under which the work must be performed and which create hardship for the incumbent.)*

Physical Demands

Extensive travel is required in this role. The incumbent will typically travel on average 6-8 times per year. Travel is undertaken to attend numerous federal/provincial/territorial conferences and working groups (estimate 4/year). In addition, annual trips to remote locations are required (estimate 4-6/year).

Environmental Conditions

The incumbent is required to be in the field for at least 4-6 trips per year. This field work is undertaken to assess Tourism Product development and Marketing contributions, tourism Infrastructure contributions, Site Remediation initiatives related to Parks and other Park developments. These are typically in remote locations.

Sensory Demands

No unusual demands.

Mental Demands

Competing priorities and tight deadlines occur. Extensive travel, including reviewing field work related to parks in remote wilderness locations.

KNOWLEDGE, SKILLS AND ABILITIES

- Expert knowledge of international, national and territorial legislation and policies in the areas of tourism and parks development and administration
- Expert knowledge of tourism theory and practices and parks development and administration
- Knowledge of research methodologies and modeling processes and systems
- Knowledge of tourism incentive and marketing programs and practices including methods for evaluating program effectiveness

- Knowledge of strategic planning, budgeting and program management
- Knowledge of human resource financial and operational management practices
- Excellent judgment and problem solving skills to deal with a variety of issues, many of which are immediate, sensitive and controversial
- Effective planning skills to translate the government and departmental vision into achievable goals and actions
- Exceptional written communication skills
- Strong oral presentation abilities, and ability to present effectively
- Ability to communicate technical issues in clear, concise English
- Excellent skills in non-confrontational communication with others on issues around which strong emotion or disagreement coalesce
- Thorough understanding of effective and responsible public consultation
- Extensive knowledge of communications channels, including digital social media, for communication with public audiences
- Ability to motivate staff through leadership, leading through example and demonstrating fair and equitable treatment of all staff
- Ability to work collaboratively with staff outside the division, and with other agencies
- Ability to prioritize work of staff and respond to work directives in accordance with the relative impact of the outcome
- Capacity to work effectively in a cross-cultural environment
- Strong ability to deconstruct complex issues into information relevant for decision making for the issue at hand
- Excellent understanding of program and service design, execution and monitoring
- Good understanding of interpretation of statistical information
- Excellent skills in budgeting and cash flows analysis

Typically, the above qualifications would be attained by:

A relevant post-secondary degree such as arts, science or business and 10 years of related progressive experience, including at least 4 years of experience at a managerial level.

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 applies)

- ☐ 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

Aboriginal language: Choose a language

☐ Required

☐ Preferred