



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Tourism Resource and Programs Coordinator	
Position Number	Community	Division/Region
63-5345	Yellowknife	Tourism and Parks Headquarters

PURPOSE OF THE POSITION

The Tourism Resource and Programs Coordinator (Coordinator) is responsible for coordinating and ensuring the effective and efficient delivery of programs and services that promote tourism development and facilitate tourism activities across the Northwest Territories (NWT). The Coordinator supports the growth of the tourism sector by implementing strategies, managing programs, and collaborating with stakeholders to advance tourism opportunities that benefit communities, residents and visitors.

SCOPE

The Tourism and Parks Division (Division) works collaboratively with the Government of Northwest Territories (GNWT) regional offices, Regional Superintendents, Regional Tourism staff, and Northwest Territories Tourism (NWTT) to develop and promote sustainable tourism. The tourism sector in the NWT spans, among others, accommodations, outdoor adventure, attractions (museums, heritage centres, the natural environment, parks, etc.), MICE (meetings, incentives, conventions, events), food and beverage, visitor services, transportation, and travel trade.

Located in Yellowknife and reporting to the Manager, Tourism Industry Services (Manager), the Tourism Resource and Programs Coordinator provides leadership in program design, project management, performance measurement, and risk management. The Coordinator also supports the facilitation of the tourism licensing process, ensuring compliance with the requirement of the *Tourism Act* and supports the management of industry contribution programs. The role involves frequent coordination with business operators, Indigenous governments, community governments, industry associations, other government agencies, and GNWT staff. The position may oversee casual staff or students on a project basis.



RESPONSIBILITIES

1. Manages and coordinates the development and implementation of projects and programs to promote tourism development.

- Defines project scope, schedules, and resources for individual projects.
- Manages projects and coordinate inputs from GNWT, Indigenous governments, communities, and federal partners.
- Ensures effective financial controls and provides analytical advice on project performance budget and maintain records accordingly within a yearly budget.
- Coordinates the implementation of all programs and services administered by the Tourism Unit, Tourism and Parks Division of the Department of Industry, Tourism and Investment, Government of the Northwest Territories.
- Drafts and recommend new programs and policies for the tourism industry and monitor and evaluate the effectiveness of these programs.
- Administer contracts, grants, partnerships and different contribution agreements for the Tourism Unit.
- Leads the design, development, and innovation of the tourism program and services framework.
- Establishes annual program goals, outcomes, outputs, and performance indicators.
- Monitors, evaluates, and reports on program effectiveness in collaboration with the Research and Planning Unit and Regional Tourism Officers.
- Manages program risk through data analysis and mitigation strategies.
- Develops and updates program materials to align with quality standards, GNWT policy, and the NWT Tourism Strategic Plan.

2. Coordinates and facilitates the issuing of Tourism Operator Licenses and ensures compliance with requirements.

- Lead person at HQ for tourism licensing and other operator related issues.
- Maintains and manages database on all tourism licenses.
- Identifies and analyzes sensitive or political issues with regard to the issuance of tourism licenses for recommendations to the Manager, Tourism Industry Services and/or Senior Management.
- Coordinates and liaises with the regions and enforcement agencies on prosecuting contraventions of the *Tourism Act* or ensuring any other appropriate enforcement action.
- Coordinates, administers and facilitates the tourism licensing process as specified in the *Tourism Act*.
- Identifies, analyzes and recommends mitigating solutions to possible conflicts between proposed tourism activities and existing licensed operators.



3. Supports the development and enforcement of policy and strategies.

- Formulates, examines and evaluates relevant policies and makes recommendations for desirable policy developments and prepares strategies for implementation.
- Undertakes other policy related responsibilities as agreed by the Manager of Tourism Industry Services and Senior Management.
- Responds to and/or coordinates responses on tourism policy related matters including Ministerial correspondence and advice.
- Supports implementation of tourism development strategies.

4. Builds and maintains partnerships with various stakeholders.

- Coordinates regular conference calls/meetings with cooperative marketing committees/partners, including attendance at meetings to plan, develop and implement GNWT tourism programs.
- Develops and sustains strong working relationships with regional Parks and Tourism Managers and Regional Tourism Officers, to support tourism product development and the effective delivery of programs and services.
- Works with community organizations to assist with the coordination of special tourism promotion projects within the Northwest Territories.
- Facilitates the process of consultations with affected Indigenous groups and appropriate agencies regarding all proposed new or significantly amended tourism operations.
- Consults, liaises and maintains effective working relationships with government agencies, local governments, industry, regional and other stakeholders associated with Indigenous tourism.
- Liaises with relevant stakeholders including NWTT, Corporate Services and relevant departments.
- Fosters continuous learning, promotes innovative training, and advocates for industry adoption of quality service standards.
- Assists in the coordination and support of local and external tourism events that help raise awareness of tourism in the Northwest Territories.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.



Mental Demands

Occasional travel in the NWT and Canada; exposure to inclement weather, noise, and disruptions due to travel. (Approx. 5 times/year, 2 days to 1 week duration).

KNOWLEDGE, SKILLS AND ABILITIES

- Written and verbal communication skills in English to engage effectively with regional tourism offices, NWT Tourism, and other stakeholders across the NWT.
- Ability to adapt communication styles to diverse settings, including information exchange, public presentations, and situations requiring balance of differing opinions.
- Capacity to clearly express ideas, judgments, and recommendations to a range of audiences using verbal, written, and graphic formats.
- Ability to speak and/or write in any of the 11 Indigenous Languages is considered an asset.
- Ability to lead, plan, organize, and coordinate concurrent projects independently or with government/industry teams within limited resources and timeframes.
- Ability to achieve results in a complex regulatory and political environment.
- Human resource management skills to supervise and mentor casual staff and summer students.
- Knowledge of territorial, national, and international tourism industry trends and practices.
- Knowledge of marketing principles, tourism market research, and sustainable tourism development, including the shared roles of government and industry in product development.
- Familiarity with provisions of Land Claim Agreements and NWT legislation are an asset.
- Proficiency in office technologies (computers, printers, telephones, photocopiers, faxes, scanners) and strong ability to use software for word processing, databases, and presentations.
- Ability to multi-task and work effectively in a fast-paced environment.
- Analytical ability to assess options, weigh pros and cons, and propose effective solutions.
- Ability to anticipate, identify, and assess issues quickly and develop timely, appropriate responses.
- Understanding and application of principles of economic and strategic tourism planning.
- Ability to analyze public policy and program impacts on industry through tools such as:
- Knowledge and ability to conduct economic and financial impact analysis, demand analysis, tourist activity modelling and scenario planning, feasibility studies, environmental impact assessments, performance audits and competitor analysis and consumer behaviour analysis.
- Ability to work collaboratively across cultures, particularly with Indigenous governments, organizations, and communities



- 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, in program delivery and workplace relationships.

Typically, the above qualifications would be attained by:

A Bachelor's degree in Tourism Management, Marketing, Business Administration, or another related field, supplemented by three (3) years of related experience including program design, delivery, evaluation, and continuous improvement.

Equivalent combinations of education and experience will be considered.

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