

JOB DESCRIPTION

**JOB TITLE: Tourism Product Development Program
Manager**

[**APPLY HERE**](#)

LOCATION: Fort McMurray, Alberta

EMPLOYMENT STATUS: Permanent, Full-time

SALARY: NEGOTIABLE

BENEFITS: Cost of Living Allowance (while residing in the region); Comprehensive Benefits; Pension

The Tourism Product Development Program Manager works to bring new or expanded, and innovative tourism products, experiences, and services to the market to attract outside visitation to our region.

The successful candidate will work closely with entrepreneurs, investors, stakeholder, and rights holders to identify tourism opportunities and connect interested parties to resources including training, marketing, business planning, land development, grants and more.

The work of the Product Development Program Manager will assist tourism businesses to start, scale and grow. In turn, this will improve the profitability of tourism in our region by attracting more visitors that will increase economic impact to the region and encourage new and repeat visitors.

This position reports to the Director, Tourism

KEY RESPONSIBILITIES:

These duties listed are intended as a guideline of the various types of work that may be performed. The omission of specific duties does not exclude them from the position if the work is a similar or related.

- Assist in the creation of the annual work plan and budget
- Building and maintaining relationships with key stakeholders, including local and provincial government, tourism industry associations, community organizations, and tourism businesses. Collaborating with stakeholders and rights holders to gather insights, align interests, and ensure program success.
- Maintain and grow the Tourism Connection Program, whose purpose is to assist the development tourism entrepreneurs and their product/experience.

- Lead meetings with entrepreneurs and investors on tourism programming and experience development opportunities
- Research and identify programs and grants that can be accessed by tourism entrepreneurs in our region.
- Ensure all market ready tourism experiences are identified on the website and included in marketing programs.
- Gather analytics and measure KPI's
- Conduct, gather and utilize client, industry, market research and intelligence
- Identify and attend travel tradeshow showcasing our region and highlighting market-ready tourism experiences.

KNOWLEDGE/ SKILLS:

- Previous experience working with entrepreneurs and investors along with tourism industry knowledge and experience.
- Strong organizational, planning, and administrative acumen
- Management of a financial budget for the business unit
- Effectively evaluate and communicate data driven insights and business recommendations to internal and external stakeholders.
- Ability to positively influence business goals and strategies as set by FMWBEDT.
- Ability to manage multiple projects under deadlines
- Strategic thinker
- Ability to foster and maintain strong relationships.
- Able to deal with rapidly changing priorities and business circumstances

OTHER REQUIREMENTS:

- Bachelor's Degree in business management, economic development, or tourism is preferred.
- 4-5 years' experience in business development and/or investment with economic development, business incubator or tourism organization.
- Strong understanding of destination development and entrepreneurship
- Ability to manage multiple projects and deliverables at once in a fast-paced environment

- Proven history of organizational skills.
- Ability to travel occasionally and hold a passport (or the ability to obtain a passport)
- Minimum Class 5 Driver's License and clean driving record required
- Please note that this job posting may be used to fill future vacancies within the organization.

WHO WE ARE:

Governed by an independent board of directors and managed by an entrepreneurial, customer-centric team, Fort McMurray Wood Buffalo Economic Development & Tourism's focus is on creating new wealth for the region, measured as economic impact. Our mission is to co-create and activate transformative economic opportunities for Fort McMurray Wood Buffalo. We want the Fort McMurray Wood Buffalo region to be recognized as an economic engine for our country and respected as one of Canada's top places for young people to raise their families and accelerate their careers.

To learn more visit <https://www.fmwb.ca/>

WORKING CONDITIONS:

Working in an office environment with frequent interruptions, a high degree of discretion must be used due to the confidentiality of work. Duties may require the use of a personal or company vehicle for business travel purposes.