

## CITY OF HAMILTON

### PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT (TOURISM & CULTURE DIVISION – LOCATION – 28 JAMES ST. N.)

#### DIRECTOR, TOURISM & CULTURE

##### OVERVIEW

The Tourism & Culture Division at the City of Hamilton comprises a diverse group of professionals across a wide range of disciplines that are critically important to Hamilton's city-building efforts and cultural vitality.

Reporting to the General Manager, Planning & Economic Development, the Director, Tourism & Culture leads the Tourism & Culture Division and has direct responsibility for the City's tourism, arts, culture, placemaking, public art and heritage activities.

The Director provides strategic leadership, through subordinate management, to a multi-functional workforce engaged in the stewardship of cultural and heritage assets, promotion of tourism and support for the tourism sector, expanding the City's public art and placemaking efforts, and supporting and celebrating the arts and culture sector in the city and the delivery of heritage programs and services.

The Director is responsible for developing policies and long-range plans and effective and measurable programs and services to maximize the social and economic benefits of culture, heritage and tourism for the citizens of Hamilton.

The Director is accountable to the General Manager, Planning & Economic Development for ensuring the Tourism & Culture Division services are provided in accordance with City and provincial guidelines and in the most effective and efficient manner consistent with the City of Hamilton Mission, Vision, Values and Goals and Council's Priorities, Outcomes and Measures of Success.

The Director is responsible for ensuring that a focus on inclusivity, diversity, equity and accessibility guides the work of the Division.

##### GENERAL DUTIES

Prepare and formulate recommendations regarding the implementation of policies and long-range strategies for the Tourism and Culture Division for approval of City Council.

Develop, recommend, and implement municipal policies that foster growth in Hamilton's multi-faceted tourism and cultural sectors.

Develop, implement, monitor and evaluate the effectiveness of tourism, heritage and culture plans, programs and services and prepare recommendations for the enhancement of same as required.

Lead an effective Division Management Team, providing supervision, coaching and advice to subordinate managers and supervisors to optimize performance.

Provide overall management, operation, and administration of the Tourism & Culture Division including the following sections: Heritage Resource Management (sites, buildings, and collections), Placemaking, Public Art and Projects; Tourism and Events; and Creative Industries and Cultural Development and establish and achieve divisional goals and objectives for each section through the effective and efficient use of financial, staff and other resources.

Evaluate and report on the Division's services, financial, administrative and staff performance against internal and external benchmarks to improve effectiveness and efficiency and maintain optimal performance levels.

## Job Description #: 6171

Provide strategic leadership and overall management and administration for the maintenance, adaptive reuse, preservation, capital planning, and stewardship of heritage and cultural assets including:

- eight (8) museums offering public programs and services
- three (3) heritage buildings with external tenants
- 25 major built structures
- underwater archaeological site with two shipwrecks
- over 100 monuments, fountains, plaques and cenotaphs throughout the city
- Visitor Experience Centre
- Collections Storage and Conservation Facility
- permanent public art collection of approximate 40 works and an additional 56+ temporary installations.
- heritage artifact collection of over 60,000 artifacts and archival pieces

Ensure compliance with provincial and federal statutes and regulations and municipal by-laws and policies.

Employ digital and social media channels, and marketing initiatives for the purposes of promoting Hamilton's assets to encourage economic impact, social engagement and cultural awareness.

Actively participate in strategic planning and direction for the Planning & Economic Development Department as a member of the Department Leadership Team.

Develop and build capacity of staff through the delegation of responsibilities, through accountabilities and regular feedback and by providing development opportunities and technical direction.

Prepare public and confidential Committee and Council reports and presentations related to tourism, culture and heritage decisions in Hamilton.

Provide information and advice to senior management, identify options, and recommend courses of action for the municipal role in tourism and cultural planning and investment.

Develop and monitor the operating and capital budgets for the Division.

Represent the Division and Department on corporate, sector and community committees and task forces and represent the City in national, provincial, and regional organizations associated with the Division's mandate, as required.

Develop and maintain a mutually beneficial network and relationships with external partners and stakeholders in the private and non-profit tourism, arts, culture and heritage sectors, other levels of government, other municipalities, media and the public to advance City priorities, initiatives and projects.

Act as the primary contact for all media inquiries related to tourism, heritage and culture in the City.

Perform other duties as assigned which are directly related to the responsibilities of the position.

## **QUALIFICATIONS**

## Job Description #: 6171

1. A demonstrated vision for and commitment to the advancement of the tourism, arts, culture and heritage sectors.
2. Experience working at a senior level, in the public, private and/or not-for-profit sectors, in roles that seek to promote, support and celebrate the tourism, arts, culture and heritage sectors.
3. Post-secondary Degree in Arts Management, Cultural Studies, Museum Studies, Heritage Planning, Tourism Management or a related discipline, together with extensive experience working within the tourism, arts, cultural and/or heritage sectors at a senior management position.
4. Experience leading a diverse, multi-disciplinary group of professional staff related to economic development, museum operations, heritage planning, cultural planning and development, event management, public art, placemaking, marketing/sales, and project management of capital projects.
5. Possesses a demonstrated record of results-oriented leadership and guidance, strategic thinking, customer focus, innovation/creativity, team advocacy, staff delegation, empowerment and staff development in a demanding complex environment.
6. Excellent management skills and experience in a senior management position.
7. Highly developed analytical and business planning skills with a proven track record for long-term visioning and strategic planning.
8. Demonstrated knowledge of facility and asset management.
9. Demonstrated competency to lead and manage a large multi-disciplinary staff, preferably in a unionized environment, utilizing proactive management skills.
10. Outstanding communications skills both written and oral.
11. Excellent interpersonal skills and ability to deal with elected officials, government departments, all levels of management, staff and the general public.
12. Demonstrated financial management skills in developing, implementing and monitoring operating and capital budgets.
13. Proven ability to effectively facilitate multi party discussions and negotiate complex agreements and contracts using excellent facilitation skills in order to build consensus and reach decisions.
14. Demonstrated experience in inclusive public consultation processes, in leading programs, and in facilitating the efforts of many interests across departments and within the community.
15. Demonstrated experience in planning and implementing a focus on inclusivity, diversity, equity and accessibility in programs and or services.
16. Possesses a high degree of political and cultural acuity.
17. Thorough knowledge and understanding of statutes and regulations appropriate to the position.
18. Proven ability to proactively lead and manage change and implement continuous improvement initiatives.

**Job Description #: 6171**

**THIS POSITION REQUIRES THE SUCCESSFUL CANDIDATE TO TRAVEL FREQUENTLY TO LOCATIONS ACROSS THE CITY**