

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT **(TOURISM AND CULTURE DIVISION – LOCATION – 28 JAMES STREET NORTH)**

MANAGER OF TOURISM AND EVENTS

SUMMARY OF DUTIES

Hamilton is a dynamic city with unique geographical and cultural attributes. Tourism is becoming increasingly important to the economic health of the city and is a platform for building further economic growth. Tourism has been identified as one of the key sectors in Hamilton's Economic Development Strategy.

Tourism Hamilton is the brand name for the City of Hamilton's Destination Marketing Organization (DMO) function.

The position of Manager of Tourism and Events requires a strong leader that brings the public and private sector together to facilitate the growth of tourism. As a senior civil servant, the Manager is required to understand and emulate the duties and responsibilities that such a key position holds for the Corporation. The Manager is the public face of tourism and represents both the City and Council.

The Manager's position also has a broader corporate role as a contributing member of the Corporation's Extended Management Team and participation in a variety of cross-functional, cross-Department/Divisional and Corporate Teams. Also, the Manager is a key member of the Tourism and Culture Division Management Team and a member of the Planning and Economic Development Extended Management Team.

The Manager of Tourism and Events has a strong collaborative relationship with and reports to the Director of Tourism and Culture. The Manager is responsible for leading a multi-disciplinary team in strategic municipal cultural and economic development planning for Tourism, policy development, research and evaluation, marketing and communications, community, event hosting and management, and business development of Tourism Sectors which contribute to Hamilton's social and economic viability, engagement, and facilitation.

The Tourism & Events Section is comprised of a Sales Unit (Convention, Meeting, and Sports Tourism business attraction) a Visitor Centre (visitor services, programming) and Events Office (major event hosting, community events) and works collaboratively with other Tourism and Culture Division sections in tourism product development, tourism marketing, and the delivery of services. .

The Manager of Tourism and Events cultivates and develops relationships with Provincial and Federal Ministries, Regional Tourism Organization (RTO), local Tourism related Committees, , Tourism Hospitality/community stakeholders, local event organizers, and other City departments for the advancement of tourism and event initiatives.

GENERAL DUTIES

Overall responsibility for establishing a positive destination identity and growing Hamilton's share of the markets with the highest potential for return through the development, coordination, and management of all initiatives undertaken by the Tourism section. Reports regularly on the status of projects and initiatives to the Director of Tourism and Culture.

Specific duties and responsibilities include but not limited to the following:

Participates as a member of the Tourism and Culture Division Management Team to engage in Divisional strategic planning, marketing plan development, identify and resolve problems; assign projects and areas of responsibility; review and evaluate work methods and procedures.

Responsible for the development and implementation of short and long-term Tourism based planning projects.

Oversees the design, development, implementation, and analysis of assessment and measurement tools.

Spokesperson responsible for all Tourism related media inquiries. Duties include regular media interviews and promotional opportunities through a variety of media as required.

Acts on behalf of the Director, Tourism, and Culture in their absence as required.

Responsible for identifying the correct combination of tourism marketing strategies, products, tools and technology for Hamilton and overseeing the development of such programs.

Works collaboratively with other sections within the Tourism and Culture Division to set priorities and determine strategies for tourism marketing, product development and event delivery.

Facilitates the development of presentations and reports including recommendations based on data collection, statistical analysis, and business process review practices and related findings for various end users including Departmental and Senior Management Teams, and City Council.

Provides leadership for interdepartmental and volunteer steering team responsibilities and activities supporting the development of the Tourism section led events, policies, and projects.

Participates as a contributing member of the Extended Management Teams for both the Planning and Economic Development Department and the Corporation.

Effectively manage a multi-disciplinary staff in results oriented and unionized environment. Responsible for interviewing, hiring and mentoring direct reports. Supports the development of staff performance objectives, work plans, learning needs and career development activities maintaining cooperative working relationships with others.

Provides opportunities for regular staff input and feedback to enhance management, section and team performance.

Develops and manages all section work plans, establishes and changes priorities and timetables in response to changing human and financial resources and conditions.

Responsible for developing, administering and monitoring the Tourism section budgets and related expenses using established corporate policies and procedures. Responsible for ensuring that all operations are within budgeted levels and providing status reports to the Director, Tourism and Culture on a regular basis. Maintains related reports, records, files, and correspondence. Recommends future budget appropriations.

Responsible for funding development through the pursuit of alternate funding strategies i.e. grant applications, proposals, partnerships and sponsorships to support projects and programs and reduce the Corporation's reliance on the tax levy for tourism-related initiatives.

Fosters strategic community and business relationships to encourage the growth of existing Tourism in Hamilton.

Develops and maintains effective networks between City and external Tourism related agencies and local interest groups ensuring on-going consultation and collaboration to ensure the continual improvement and implementation of the City's delivery of high-quality programs and events.

Participates in the planning, implementation, and evaluation of public consultation opportunities to support Tourism section led initiatives. Public consultation opportunities may include the application of open houses, focus groups, web-based applications, surveys and other methodologies as deemed applicable.

Oversees the research for emerging trends in Tourism recommending new policies, practices, products and programs working with other Municipalities, Regional, Provincial and National Tourism Organizations.

Contributes to divisional, departmental and corporate information processes by preparing reports and recommendations on Tourism matters, participating in meetings, researching and recommending new initiatives and undertakings.

Responsible for the development of RFPs, Terms of References, Project Charters, Communication and Consultation Plans and other supporting documentation and processes related to the completion of Tourism section led strategies, policies, projects and planning initiatives.

Responsible for the evaluation, selection, and monitoring of contracted consultants related to Tourism initiatives. Ensures ongoing communications with contracted consultants and in the documentation and administration of contracted work.

Responsible for investigating and identifying areas in need of research and support related to Tourism sector focused Divisional and Corporate goal setting and service planning objectives.

Conducts business process reviews specific to existing and proposed Tourism events, policies, programs and procedures to determine operational efficiencies, overall congruence with Corporate and Department mandates and ensures the achievement of identified objectives and benefits.

Participates or serves as the City's representative on advisory boards, professional organizations, and committees as designated by the Director, Tourism, and Culture.

Reviews relevant publications to remain current on the latest trends and developments in the tourism sector.

Works in accordance with the provision of applicable health and safety legislation and all City of Hamilton Corporate and Departmental policies and procedures related to Occupational Health and Safety.

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

QUALIFICATIONS

1. Demonstrated knowledge of the Tourism Industry sectors and markets and a high degree of competence in leading the development and implementation of Tourism based initiatives normally acquired through a combination of a University or College degree in Business Administration (MBA preferred) or related field of study and progressive work experience.
2. Event management training and/or experience would be considered an asset.
3. Project management training or certification would be considered an asset.
4. Certified IAP2 public participation practitioner preferred.
5. Demonstrated understanding of tourism marketing approaches and social media platforms.
6. Minimum ten years' progressively responsible management experience, gained through municipal, public or private sector positions.
7. Highly developed ability to articulate a vision to lead and inspire others.

8. Highly developed ability to think picture and long term, articulate a vision to lead and inspire others.
9. Demonstrated experience in leading and managing a multi-disciplinary staff in a results-oriented and unionized environment.– strong people leader.
10. Relevant administrative and financial management experience.
11. Highly developed interpersonal skills and ability to interact effectively with elected officials (politically sensitive environment), representatives of other levels of government, management, peers, external stakeholders, community volunteers, staff, media, and the general public.
12. Ability to maintain successful relationships with representatives of the tourism industry; meet the public in situations requiring diplomacy and tact; deal constructively with conflicts and develop effective resolutions.
13. Demonstrated skills in project management, strategic and operational planning, group facilitation and community development with the ability to multi-task.

Demonstrated knowledge in benchmarking, developing and monitoring budgets, continuous improvement, and negotiating agreements.Excellent conflict resolution skills.
14. Demonstrated research, analytical and problem-solving skills.
15. Effective communicator both orally and written honed through practical experience.
16. Media training.
17. A high degree of personal integrity, sound interpersonal skills and demonstrated good judgment.
18. Sound knowledge of the Tourism and Culture Division's programs, services, operations and accompanying policies, procedures and relevant legislation as applicable.
19. Must possess a thorough knowledge and demonstrated skills in Microsoft Office including Word, Excel, PowerPoint, Outlook and Internet and database (CRM) applications as required. Working knowledge of software applications and emerging technologies.
20. Demonstrated knowledge of the Health and Safety Act and applicable regulations as it relates to the position.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.
