



Chief Executive Officer

PURPOSE OF THE POSITION

Reporting to the Board of Directors, the Chief Executive Officer (CEO) is responsible for setting the strategic direction of the organization, managing day-to-day operations, and for providing advice and support to the Chair and Board of Directors to carry out their responsibilities.

The CEO oversees the planning and development of strategies, programs and services for promotion of the Northwest Territories to domestic and international markets, leads tourism marketing partnerships particularly with territorial and federal governments and the private and not-for-profit sectors to enable innovative Northwest Territories tourism marketing campaigns, while ensuring strategies are in place to maximize the economic benefits generated by the tourism industry for the territory.

The CEO ensures the organization meets all obligations to funding partners, is accountable for the management of successful stakeholder relationships and financial stability of the organization and ensures the organization's operations and related policies meet legislative requirements.

The CEO leads the advocacy work on behalf of NWT Tourism's members, liaising with governments and other key stakeholders regarding industry issues and representing the organization in public consultation processes that require tourism industry inputs.

The CEO provides leadership for and oversees the delivery of member services and related programs and sets the agenda for the annual member's meeting and tourism conference.

REPORTING

The Chief Executive Officer works from the NWT Tourism office based in Yellowknife, Northwest Territories and reports directly to the Board of Directors. The Chief Executive Officer has four direct reports. Direct reports have diverse functions including destination marketing, communications & public relations, finance and administration.

SCOPE

Northwest Territories Tourism is a not-for-profit industry association serving close to 200 members whose businesses operate either directly or indirectly in the Northwest Territories' tourism industry. Northwest Territories Tourism is the official destination marketing organization (DMO), a role established via contribution agreements with the Government of the Northwest Territories (GNWT), and it also serves its members as the tourism industry association (TIA), advocating on behalf of its membership on issues of importance to the tourism industry. NWT Tourism's Board of Directors is made up of ½ elected tourism operators in the NWT and ½ appointed directors who represent seven Indigenous Governments in the NWT.

As DMO, NWT Tourism's marketing activities are aimed at growing visitation from both domestic and international markets and at maximizing visitor expenditure across the regions of the Northwest Territories. The CEO is responsible for the development of long-term destination marketing strategies and oversees the planning and implementation of annual destination marketing plans and budgets. The CEO identifies innovative projects and prepares related funding proposals to bring together public and private partnerships that augment research and marketing investments made with core funding from the GNWT.

AS TIA, NWT Tourism is an industry advocate for its members. NWT Tourism initiates and maintains effective communications channels and relationships with tourism industry members, providing member programs and tourism marketing benefits. Hosting an annual tourism conference, NWT Tourism provides development and networking opportunities and aims to keep the tourism industry in the Northwest Territories connected to broader industry trends, opportunities and to help members in the NWT identify and overcome industry challenges. Maintaining key stakeholder relations in the public and private sector, NWT Tourism actively participates as representative of the tourism industry on public policy matters, working with policy makers to help them understand what winning conditions are needed for the tourism industry to succeed. NWT Tourism works with its provincial and territorial counterparts and with the Tourism Industry Association of Canada (TIAC) on national advocacy issues.

RESPONSIBILITIES

1. The CEO **sets the strategic direction** for the organization, ensuring the marketing work planned and delivered by NWT Tourism aligns with the priorities established by key funding partners and that both marketing and advocacy initiatives support achievement of goals to grow the tourism economy in and across the NWT. Toward that end, the CEO:
 - Studies and observes tourism trends and practices, and ensures the organization is poised to seize new opportunities, address challenges and/or navigate uncertainties.
 - Participates with Federal, Provincial and Territorial Destination Marketing Organization CEO's in "Team Canada" planning and strategy sessions, bringing the NWT perspective to the table and Canadian perspective to NWT.
 - Leads the development and implementation of long-term tourism marketing strategies to support a strong tourism industry in the NWT, engaging funding partners, members, board members, industry partners, Indigenous governments and others.
 - Identifies tourism marketing research gaps that if addressed would strengthen the marketing work of the organization, provides feedback and advice to funding partners regarding marketing research requirements and pursues partnerships that help close research gaps
 - Works closely with senior officials at the Government of the Northwest Territories Department of Industry, Tourism & Investment and with the Minister's Tourism Marketing Advisory Committee to ensure confidence in programs and services delivered by NWT Tourism, providing briefing notes and/or presentations to Standing Committees of the Legislature or to public meetings and events, as required.

- Plans and develops special initiatives and coordinates international sales and marketing missions with federal and territorial governments, as required
 - Provides strategic direction to the Marketing Team for the development of annual destination marketing plans and ensures that marketing programs delivered are in a manner compatible with environmental, community and cultural needs of the NWT and that meet the requirements of partnership and funding agreements.
 - Reviews NWT and federal legislation, policies and regulations to identify industry challenges and makes recommendations to policy makers regarding ways to strengthen the tourism industry through legislative, regulatory or policy change initiatives.
2. The CEO **manages day-to-day operations**, ensuring the organization is adequately resourced to deliver on its mandate, that legislative and contractual obligations are met and that the financial stability and reputation of the organization is upheld.
- Oversees the preparation of annual operating budgets for presentation to and approval by the Board of Directors, ensuring that budgets presented to the Board align with contribution funding agreements
 - Establishes self-generating revenue targets and provides strategic direction for partnership and cooperative initiatives that can be undertaken through marketing to achieve targets
 - Plans and directs the work program and gives direction to staff regarding implementation of approved annual plans and budgets
 - Develops special project proposals and prepares funding applications to present to partners and puts in place related agreements for project implementation.
 - Ensures the delivery of quarterly and annual activity and financial reporting to funding partners in accordance with agreement requirements;
 - Selects, develops, directs, motivates and evaluates all staff, ensuring a performance management program is in place, and overseeing the delivery of annual performance appraisals.
 - Identifies staff development needs and puts in place staff development support programs or initiatives.
 - Ensures employment policies and practices are aligned with relevant legislation and best practices, that all employees are oriented to the organization's policies and employee records are appropriately maintained.
 - Prepares project proposals and related funding applications for federal, territorial, or other industry partnerships and provides direction to staff regarding management of approved projects, including requirements for tracking and reporting
 - Oversees and administers all Requests for Proposals, ensuring a fair process for proponent evaluation and adherence to board financial policies and negotiates and finalizes key contracts for office space and equipment, IT Support Services and Marketing Agency Agreements
 - Develops and leads all Requests for Proposals issued by the organization, ensuring fair access to opportunities and proper procurement practices, and negotiates and finalizes contracts in accordance with board financial policies
 - Provides direction on public relations and communications matters and acts as spokesperson for the organization to media

3. The CEO provides **support and advice to the Board of Directors**, ensuring good governance and strategic decision making. This includes:

- Collaborates with the Board Chairperson to establish Board Meeting Agendas, ensuring the annual requirements for decisions by the Board are made in accordance with the Constitution, By-laws and Policies of the organization.
- Plans and implements Board Governance Training, ensuring relevant case study examples are built into training provided and securing additional funding, where required.
- Undertakes research, writes briefing notes, prepares presentations, and delivers recommendations and other board meeting materials and information, to aid the Board in efficient and effective discussions and decision making.
- Provides administrative support to the Board of Directors for Board meetings and Committee meetings, ensuring minutes meetings are prepared and provided on a timely basis and that action items from Board or Committee decisions are carried out and reporting regarding outcomes is ongoing
- Prepares correspondence for the Chairperson to federal and territorial Ministers, arranges meetings with Government officials, prepares the Chairperson for such meetings, provides strategic advice to the Chair regarding advocacy matters and provides support in meetings with senior government officials.
- Builds trust and confidence in the organization with key stakeholders and partners and maintains positive relationships with Indigenous Governments.
- Works with the Board to ensure policies are current, roles and responsibilities of committee members and/or directors are understood and communications from the board to membership are supported
- Ensures the Organization meets all corporate reporting requirements under the NWT Societies Act

4. The CEO **leads the advocacy work** on behalf of its members, liaises with senior government official and other key stakeholders regarding industry advocacy issues, provides leadership for and oversees the delivery of member services and related programs.

- Participates with the national, provincial and territorial Tourism Industry Association Committee (PTTIA) collaborating with TIAC and provincial and territorial CEO's regarding national advocacy issues and activities, bringing the NWT perspective to the table and to parliament, and the Canadian perspective to NWT issues being managed locally.
- Carries out research on industry issues, meets with government officials and participates in a variety of government consultation processes, to bring the industry perspective to planned changes in regulations, legislation, policy or programs.

- Directs the delivery of member services and related programs, ensuring maximization of DMO marketing benefits for members
- Oversees the planning and implementation of the Annual General Meeting, sets the vision for the annual tourism conference and ensures a successful electronic election of board members in accordance with the Constitution and By-laws.
- Ensures an annual report and audited financial statements are presented to members annually.

DIMENSIONS (Annual and Approximate)

Staff: 10 Full Time Equivalents

Contracted International Sales Agents: 4

Annual Operating Budget (GNWT + CanNor): \$5.7 Million

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

- Travel to regional centers, and some national travel to PTTIA and DMO CEO Meetings
- Travel periodically on long international flights across time zones.
- Peak periods where work volume is significant requiring longer workdays

Environmental Conditions

- Occasional travel to isolated northern communities using smaller aircraft
- Occasional participation in outdoor events in weather extremes (cold and hot)

Sensory Demands

- Viewing computer screens for long periods of time.

Mental Demands

- Strict deadlines set by external parties
- Responding to requests immediately with little or no prior notice.
- Competing priorities that require balancing the role as industry advocate with the contracted role as destination marketing organization to maintain positive relationships with government funding partners and policy makers
- Seasonal heavy workloads.
- Occasional management of crisis communications and/or situations which involve media

QUALIFICATIONS

The level of knowledge, skills and abilities required to deliver all aspects of this position are commonly acquired through a post-secondary degree in marketing or business administration, combined with at least ten years of experience in a marketing position of which five years has been in a Destination Marketing Organization, Government tourism department or private sector tourism related business at a managerial level that includes supervising multiple staff.

Equivalencies will be considered.

KNOWLEDGE, SKILLS AND ABILITIES

The incumbent must demonstrate:

- Knowledge of strategic planning, budgeting and program management
- Knowledge of research methodologies and an awareness of legislative framework for tourism, business and non-profit societies in the NWT
- Ability to manage stakeholder communications and relationships successfully
- Understanding of NWT Labor Standards and roles and responsibilities of NWT Employers
- Ability to review research and marketing data, assess trends, identify challenges and put in place strategies to address challenges, while also being able to seize opportunities when they are presented
- Ability to develop, secure and deliver large scale multi-year projects with multiple partners, and manage related cash flows and cash flow modelling
- Ability to create complex spreadsheets for budgeting and performance tracking purposes
- Ability to motivate, coach and manage staff, ensuring productivity, performance and positive morale in the workplace
- Demonstrates sound judgement and problem-solving skills to deal with issues that may be immediate, sensitive, sometimes controversial and sometimes public
- Understanding of effective and appropriate public consultation and community engagement
- Exceptional research skills and an ability to summarize issues and establish recommendations or action plans to address issues, course correct
- Excellent written and verbal communications skills and interpersonal skills
- Strong presentation skills
- Excellent organizational abilities and strong administrative skills
- Knowledge of the NWT's regions and Indigenous culture and skills in managing sensitivities and relationships when promoting Indigenous culture outside of the NWT
- Ability to understand financial statements, budgets and related cash flows

I have read the job description for the Chief Executive Officer. I understand the role and responsibilities required of this position and agree to carry out my duties and responsibilities as outlined in this job description.

Chief Executive Officer Signature

Print Name

NWT Tourism Board Chairperson

Print Name

Date