Contract Opportunity

Atlantic Region - Strategic Development & Coordination

Title: Pan-Atlantic Tourism Strategy Implementation

Contracting Company: Indigenous Tourism Association of Canada

Location: Atlantic Canada

Status: Contract Position (from June 1, 2018 to March 31, 2019)

Remuneration: from $40,000 to $60,000

Company Profile: The Indigenous Tourism Association of Canada (ITAC) focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism in Canada and address the demand for development and marketing of authentic Indigenous experiences. ITAC works to improve the socio-economic condition of Indigenous people through many forms of support such as marketing, capacity development training and workshops, an annual Indigenous tourism conference, industry research and information for Indigenous tourism operators and communities within all 10 provinces and three territories of Canada. The ITAC Board is made up of Indigenous tourism industry representatives from each of the provinces and territories.

ITAC will increase revenues, grow jobs and expand the number of successful Indigenous tourism businesses in Canada through it’s strategic five-year plan.

For more information, visit: www.indigenoustourism.ca/corporate

Project Description:

ITAC is moving forward on a Pan-Atlantic Indigenous tourism strategy (Phase 2 of Atlantic Canada activation) to support the development and growth of Indigenous tourism in the Atlantic provinces. The framework of the strategy aligns with the ITAC five-year strategic plan and strives to support and deliver on ITAC’s plan for growth in Indigenous tourism revenues, jobs and successful market-ready businesses over the next three years. The tourism marketplace is demonstrating a significant demand for authentic, meaningful experiences.

The pan-Atlantic strategic plan responds to key opportunities to grow Indigenous tourism in Atlantic Canada including:

- Implementation of an Atlantic strategy to support and grow Indigenous tourism operators and support regional development;
- Product and business development of market/export-ready Indigenous tourism experiences across the Atlantic Region;
- Increasing the capacity of Atlantic businesses and entrepreneurs through industry training and product development opportunities

With a strong opportunity to grow Indigenous tourism in Atlantic Canada and established key partnerships in place, the successful proponent will provide, in active partnership with ITAC:
STRATEGIC PLAN ACTIVATION - PROJECT MANAGEMENT

- Activate Pan-Atlantic Indigenous Tourism Strategy in best-possible alignment with ITAC, the pan-Atlantic Working Group and the four individual Atlantic provinces through product/experience development, training programs, marketing support, leadership/advocacy and highly effective partnerships.
- Ensure the strategy implementation strives at all times to the plan’s goals of:
  - increasing the number of Indigenous tourism experiences and businesses
  - increasing the number of Indigenous tourism jobs
  - growing the earned revenues of Indigenous tourism operators.
- Lead the vision and management pan-Atlantic Strategy with an eye to efficiency, consistency and planning and with careful consideration of funding deliverables.

COORDINATION and COLLABORATION

- Coordinate and communicate a calendar for Pan-Atlantic activities including Atlantic Canada Working Group meetings, Indigenous tourism provincial meetings.
- Schedule training and business development opportunities. Where necessary, coordinate on-site logistics, promote event to potential participants and identify trainer.
- Assist the Indigenous tourism organizations in the four Atlantic provinces in:
  - requesting, implementing and reporting on provincial funding agreements with ITAC
  - monitoring their ITAC funded activities to ensure activities are in alignment with ITAC agreement and are supporting ITAC’s strategic 5-year plan
- Act as an unbiased liaison between ITAC, provincial Indigenous tourism organizations, Atlantic Canada Working Group and funding partners.

REPORTING and REPRESENTATION

- Become ITAC’s key contact on the pan-Atlantic strategy with relevant stakeholders: provincial organizations (Indigenous and non-Indigenous), ITAC members and potential members and strategy funding partners
- Attend Pan-Atlantic meetings and provincial meetings, conferences and industry events on behalf of ITAC where appropriate.
- Organize and prepare meeting budgets and deliver reporting to ITAC Finance team ahead of scheduled meetings in accordance with ITAC’s Financial Policies.
- Provide twice-monthly activity and progress updates to ITAC’s Development Dept.
- Prepare reporting for funding agencies as required in collaboration with ITAC Business Development and Partnerships Dept.
- Maintain Indigenous tourism business inventory by province (using ITAC’s template) for inclusion in marketing programs, training and business development workshops and as leads for ITAC membership. Add qualifying businesses to inventory as identified.
- Identify and draft news items relevant to pan-Atlantic progress for release to ITAC Board and e-newsletters.
- Build relationships with provincial organizations (Indigenous and non-Indigenous), Atlantic Canada Working Group and other partners. Track progress and identify opportunities for consideration.
Preferred Qualifications:

- 5-10 years of professional experience in the communications, project management, planning and/or related field
- Demonstrated effectiveness in project management: developing and meeting project milestones, timelines, goals and exceptionally well-organized.
- Clear understanding of tourism industry, market-readiness standards, product development techniques and marketing options & opportunities.
- Exceptional communications skills, both verbal and written, and presentation experience.
- Proven ability to translate a strategy and ideas into a logical action plan
- Ability to work with multiple organizations in a balanced and unbiased way
- Strong business acumen, problem-solving, communication, collaboration, presentation skills and able to balance multiple projects and priorities.
- Experience and / or awareness of implementing tourism strategy, destination development an asset
- Experience working with Indigenous communities an asset
- Awareness of Atlantic Canada Growth Strategy, Atlantic Canada tourism plans, non-Indigenous destinations and tourism partners
- Experience in event planning and logistics
- Experience working with a non-profit organization

In your proposal, please clearly demonstrate:

- Qualification of proponent and potential team members based on the above Project Description and Preferred Qualifications
- Experience of proponent in coordinating and implementing a strategy
- Ability of proponent to effectively balance and represent priorities of ITAC, funding partner and key stakeholders including representatives of all four Atlantic provinces
- List of three most recent clients and contact information
- Identify breakdown of project costs including consulting fees, travel & applicable taxes

If you are interested in this opportunity, please forward your introductory letter and project proposal with “Atlantic Canada Contract Opportunity” in the subject line to: info@indigenoustourism.ca

This posting will close May 16, 2018 at 5:00 pm PST.

Indigenous applicants are encouraged to apply. ITAC would like to thank all applicants, however only those who qualify for the next stage of proposal review will be contacted.