Indigenous Tourism Product Development Coordinator- Manitoba

Qualifications:

- Post-secondary education with a focus on Business OR equivalent
- Relevant experience in the tourism industry, business, economic development, training and/or related field
- Knowledge of and experience working with Indigenous culture, communities, businesses and organizations in Manitoba
- Project management experience including developing and meeting project milestones, timelines and goals
- Strong business acumen, problem-solving, collaboration and presentation skills
- Experience implementing tourism strategies, or destination development an asset
- Valid driver’s license is required

Skills and Abilities:

- Excellent written and verbal communication skills
- Solid organizational skills including attention to detail and multi-tasking skills
- Excellent relationship-building skills
- Able to take initiative and work independently
- Adaptable and flexible to changing priorities
- Strong working knowledge of Microsoft Office

The Indigenous Tourism Association of Canada (ITAC) in partnership with Travel Manitoba is looking for an Indigenous Tourism Product Development Coordinator for Manitoba. The successful candidate will work with Indigenous communities, entrepreneurs and other stakeholders to implement tourism product development initiatives as part of the Manitoba Indigenous Tourism Strategy:

1. Identify supporting partners and programs to provide Indigenous tourism entrepreneurs access to funding and training opportunities, including business operations and management, human resources and marketing skills;
2. Identify training partners and programs to improve product knowledge and customer service skills for front-line Indigenous tourism employees;

3. Support creation or improvement of market-ready Indigenous experiences and enhance existing experiences to become export-ready; and

4. Develop new and improve existing Indigenous tourism experiences in alignment with desired target markets by working with communities and entrepreneurs.

**Summary of Responsibilities**

- Develop and execute an Indigenous tourism product development plan for Manitoba based on the priority initiatives identified in the [Manitoba Indigenous Tourism Strategy](#);
- Provide advisory services to Indigenous tourism enterprises, entrepreneurs and communities related to the development, upgrading and expansion of tourism attractions and service facilities, including advice on financing, marketing, operations and organizational development;
- Conduct research, feasibility assessments, analysis and recommendations on proposed development projects;
- Gather and communicate competitive intelligence on Indigenous tourism products in other jurisdictions to ensure that Manitoba increases competitiveness and develops new business opportunities;
- Conduct a labour audit and training needs assessment to inform development of training programs that will advance the industry;
- In consultation with Indigenous entrepreneurs and communities, and based on the outcome of the training needs assessment, develop and implement a training program;
- Track activities and achievements in a monthly development report for ITAC, Travel Manitoba and other stakeholders;

**Accountabilities:**

The Indigenous Tourism Product Development Coordinator for Manitoba reports directly to both the Director of Strategy and Development at Travel Manitoba and the Director of Business Development at ITAC. This position is accountable to both ITAC and Travel Manitoba.

**Contract Services:**

• 3 year contract
• Monthly consultant fee to be negotiated based on relevant experience and qualifications

Location:
• The successful candidate will be expected to live and work in Manitoba. Extensive travel within Manitoba will be required.

If you are interested in this exciting opportunity, please forward your resume and cover letter to sherman@amik.ca. Please indicate “Indigenous Tourism Product Development Coordinator for Manitoba” in the subject line. Indigenous applicants are encouraged to apply.

We would like to thank all applicants and advise that only those selected for further consideration will be contacted.

This posting will close on July 12, 2019.