



PO BOX 569, OHSWEKEN, ON NOA 1M0

EXTERNAL JOB POSTING

Posting Period: December 12th- December 23rd, 2016
Position: Director of Tourism and Cultural Initiatives
Location: Six Nations Tourism Building
Job Status: Full-Time
Hours of Work: 35 hours per week

SUMMARY

Reporting to the President/CEO or their designate, and serving as a member of the Executive Leadership Team, the Director of Tourism and Cultural Initiatives is responsible for leading the Division in ensuring the growth and sustainability of Six Nations of the Grand River Development Corporation Tourism sites as international destinations. Central to this will be acting as the “champion of the visitor experience” and ensuring that the Division is making a substantial contribution to an increasingly positive visitor experience. The Director leads the issues and initiatives that will impact how the Division continues to evolve as a premier global destination. The Director, is responsible for relationships with key government and industry relations partners and focuses on influencing the development and delivery of public policy and planning initiatives that support and drive the Tourism Master Plan for Six Nations of the Grand River Development Corporation as well as liaises with strategic partners including other destination marketing organizations (DMO’s). The candidate must possess exceptional communication, organizational, and multi-tasking skills. The Director will work within the policies and procedures established by the Six Nations of the Grand River Development Corporation.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversee the hiring, training and managing of the Divisions Staff ensuring customer service and the tourism experience is positive and staff understand the goals and objectives of the department.
- Develop funding proposals, implement projects and financial reports as required by funding sources to improve and develop existing and future tourism sites. Oversee special projects and their timely completion.
- Responsible for the development and monitoring of the budget and work plan.
- Develop and implement comprehensive marketing plan/strategies aimed at increasing traffic.
- Serve on various tourism related boards and committees, attend local, provincial and national meetings when warranted.

- Ensure the Tourism Centre remains professional, welcoming and accessible.
- Pursue and manage partnerships and relationships with Six Nations attractions, community crafters and artisans, local business, and community organizations.
- Communicate Cultural Standards with all internal, external, provincial, national, and international organizations.
- Identify, implement, and monitor commercial opportunities and services to raise revenue.
- Prepare presentations as well as compose and edit first drafts of various correspondence (letters, invoices, reports, memos, etc.). Prepare reports for the Chief Operating Officer on operations and issues.
- Oversees the development of meeting space and arrange for required technology and catering services to meet the demands of customers.
- Prepare meeting packages and other information packages - identifies, collects, collates and forwards materials (may include internal staff as well as other stakeholders).
- Provide tourism information/materials for website, social media, and visitors.
- Perform other administrative duties as required.

For a full description of the Essential Duties & Responsibilities and Education/Experience, please refer to attached Job Description for further details

SUBMISSION PROCESS:

Please submit the following to the HR Department at the Six Nations Tourism Building at 2498 Chiefswood Road, Ohsweken, Ontario N0A 1M0:

- Application for Employment Form (attached)
- Cover letter
- Resume

Please Note:

- Only those applicants who meet the qualifications will be contacted for an interview
- Police Record Check and copies of education will be required at the time of Offer of Employment

Thank You



PO BOX 569, OHSWEKEN, ON N0A 1M0

DIRECTOR OF TOURISM AND CULTURAL INITIATIVES JOB DESCRIPTION

SUMMARY

Reporting to the President/CEO or their designate, and serving as a member of the Executive Leadership Team, the Director of Tourism and Cultural Initiatives is responsible for leading the Division in ensuring the growth and sustainability of Six Nations of the Grand River Development Corporation Tourism sites as international destinations. Central to this will be acting as the “champion of the visitor experience” and ensuring that the Division is making a substantial contribution to an increasingly positive visitor experience. The Director leads the issues and initiatives that will impact how the Division continues to evolve as a premier global destination. The Director, is responsible for relationships with key government and industry relations partners and focuses on influencing the development and delivery of public policy and planning initiatives that support and drive the Tourism Master Plan for Six Nations of the Grand River Development Corporation as well as liaises with strategic partners including other destination marketing organizations (DMO’s). The candidate must possess exceptional communication, organizational, and multi-tasking skills. The Director will work within the policies and procedures established by the Six Nations of the Grand River Development Corporation.

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- Oversee the hiring, training and managing of the Divisions Staff ensuring customer service and the tourism experience is positive and staff understand the goals and objectives of the department.
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ADDITIONAL SKILLS AND ABILITIES

- Research and implement interpretive and educational programming
- Research long term strategies to improve the viability and growth of local artisans.
- Remain informed of industry trends and industry best practices.
- Successful experience in proposal writing.
- Proactive with the ability to problem solve and anticipate needs.
- Reliable and able to work independently.
- A strong work ethic with a focus on accuracy and attention to detail.
- The ability to perform well under pressure and to assess and prioritize workload.
- Ability to handle the public with tact, discretion, and with a pleasing personality.

EDUCATION / EXPERIENCE

Minimum Requirements:

- Degree in Commerce, Arts & Culture Heritage, History, Marketing or a related field with three years' direct experience.
OR
- College Diploma in Travel & Tourism, Hospitality, Business Management or a related field with five years' direct experience.
- Eight to ten years of progressive experience in a similar strategic leadership role in a member based organization with expertise in tourism a key asset.
- Demonstrated leadership and management experience in a senior executive position of a sales and marketing and/or customer service organization.
- Experience with the dynamics of a member-based organization.
- Knowledge and experience with local/municipal, provincial and national political/tourism related issues including the manner in which public policies/issues are developed and resolved.
- Strong foundation and experience in community development, planning and policy development processes as well as the ability to develop and influence public policy.

- Proven ability to develop long-term strategies and objectives with measurable results within a variety of constituencies both inside and outside the organization.
- Excellent verbal and written communication skills.
- Knowledge of Microsoft Office and iCloud applications or willing to learn.
- Experience developing or adapting web-pages and social media sites.
- Experience managing schedules and booking meetings.
- Must pass a police record check.
- Willingness to learn, accept change, and adapt to new ideas, business concepts, and cultures.
- Flexible (extra hours may be required on occasion).

IMPACT OF ERROR

Error in judgement and conduct of duties may lead to loss of credibility, poor public relations, public confidence and misinformation resulting in embarrassment and potential liability to the Six Nations of the Grand River Development Corporation.

CULTURE

The purpose of the Development Corporation is to enhance Six Nations to derive economic benefits, create employment for community members and generate income to support community priorities.

Six Nations of the Grand River Development Corporation will pursue economic self-sufficiency without sacrificing the cultural values and integrity of the Six Nations People.

EXTERNAL/INTERNAL RELATIONSHIP

Community Members, Contractors, Government Agencies, Council Members, Human Resources, Development Corporation Staff, Tourism Partners, Maintenance Contractors, Business Partners, and Vendors.

WORK ENVIRONMENT

- This position requires normal physical effort.
- This position requires normal visual/sensory effort.
- This position typically operates in a generally agreeable work environment.
- Mental Stress: There is regular deadline pressure from various sources.

DIMENSIONS (FINANCIAL/STAFF)

POS Terminal, Bank Deposits, and Booking.

Manages three (3) full-time staff and up to twelve (12) contract staff.

Manage an operating budget of over \$600,000 and project budgets in excess of \$2,000,000

REPORTS TO

Chief Operating Officer or President & CEO (if COO position vacant).



PO BOX 569, OHSWEKEN, ON N0A 1M0

APPLICATION FOR EMPLOYMENT

Position		
Job Title:		
Posting End Date:		
General Information		
Last Name:	First Name:	Middle Name:
Address:		Apartment/Unit Number/ R. R. #
City/Town:	Province:	Postal Code:
Home Telephone Number:		Cell Number:
Email Address:		
Three References		
Last Name:	First Name:	Job Title:
Phone Number		
Last Name:	First Name:	Job Title:
Phone Number		
Last Name:	First Name:	Job Title:
Phone Number		

Availability

Are you legally able to work in Canada? Yes _____ No _____ Date Available to Start Work: _____

Have you ever been convicted of a criminal offence for which you have not received a pardon? Yes _____ No _____

Applicant Information Release

I hereby authorize any person, educational institution, or company I have listed as a reference on my employment application to disclose in good faith any information they may have regarding my qualifications and fitness for employment. I will hold the Six Nations of the Grand River Development Corporation, any former employers, educational institutions, and any other persons giving references free of liability for the exchange of this information and any other reasonable and necessary information relevant to the employment process.

Applicant's Signature:	Date:
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Please Note:

- * Attach cover letter and resume
- * Police Record Check and copies of education will be required at time of offer of employment