



Job Title: Industry Development Consultant

Range: \$3017.18 - \$4175.55 semi-monthly

Term: Permanent Position

Location: Regina

Tourism Saskatchewan is seeking an organized, self-motivated individual to fill the position of Industry Development Consultant. Under direction of the Executive Director of Destination Development, this position facilitates the development of a strong and competitive tourism industry in Saskatchewan through consultation, planning, and effective communication with stakeholders both within and outside the tourism industry.

Reporting to the Executive Director of Destination Development, the duties of this position are:

- Provide consultative services to individuals, operators, communities, tourism associations and regions, and economic and regulatory authorities regarding tourism strategies, integrated land use planning, analysis, business and financial planning, development, and implementation.
- Identify, develop, and support Destination Area planning opportunities working with stakeholders and steering committees to guide the process, identify and resolve issues, support public meetings, establish advisory committees, and assist with the implementation of plans.
- Apply appropriate technology options to business development and Destination Area and Community Tourism planning to optimize development opportunities.
- Represent tourism interests on government policy, planning, and implementation processes, including integrated resource management planning.
- Analyze and develop Saskatchewan's tourism market-driven product potential.
- Write and develop strategies for internal and external use.
- Work with Saskatchewan's tourism groups and their boards to maximize effectiveness.

- Support community tourism stakeholders in the identification, development, and implementation of Community Tourism initiatives and opportunities.
- Advise tourism businesses, non-profit attractions and services, sectoral and regional marketing associations, and municipalities on how to develop viable tourism attractions, services, and organizations.
- Communicate Tourism Saskatchewan's goals and objectives to partners throughout the provincial tourism industry, as well as to individuals and organizations who impact, or are impacted by, the industry.
- Represent Tourism Saskatchewan with appropriate government ministries and departments through participation in meetings, committees, and discussions in a proactive manner representing interests of the tourism industry.
- Represent Tourism Saskatchewan on relevant committees, as required, and act as lead on designated special projects, as assigned.
- Act as a presenter, organizer, and/or moderator at workshops, conferences, and public meetings.
- Perform other related duties incidental to the work described herein.

The knowledge, skills and abilities required for this position are:

- Must possess a minimum of Bachelor's degree in Marketing, Business Administration, Tourism Management or a related discipline or combination of other educational training and relevant experience.
- Must have excellent interpersonal and motivational skills.
- Excellent organizational skills are required.
- Must possess strong knowledge of marketing and strategic planning concepts with the ability to interpret financial statements and to critically assess business plans.
- Must have demonstrated effectiveness at meeting and interacting with people.
- Possess superior communication skills demonstrated through previous experience including excellent presentation skills.
- Have the ability to deal effectively with businesses, non-profit corporations and governments.
- Possess excellent skills in problem solving and decision-making.
- Must have a strong understanding of the fundamentals of marketing principles and how they relate to business development.
- Demonstrate excellent judgement and leadership skills.

- Previous experience in the tourism, culture and/or recreation industries is beneficial.
- Previous experience working with rural based businesses and/or First Nations communities is preferred.
- Management or supervisory experience is preferred.
- Working knowledge of environmental resource management issues is an asset.
- Familiarity with government economic development policies and programs is an asset.
- Extensive travel, including overnight stays, is required in this position.

Please submit your resume by 5:00 p.m. on Monday, November 20, 2023, to:

Joan MacPhail  
Executive Director, Human Resources  
Tourism Saskatchewan  
189-1621 Albert Street  
Regina, SK S4P 2S5  
[careers@tourismsask.com](mailto:careers@tourismsask.com)

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- ✓ *Testing may be done to evaluate knowledge, skills and abilities.*
  - ✓ *As per Tourism Saskatchewan's policy, the successful candidate is required to provide a satisfactory criminal record check.*
  - ✓ *The successful candidate may be required to provide proof of acquired education.*