



Travel
Drumheller
UNCOVER WONDER

Destination Drumheller Implementation Manager – Hybrid & Contract

This is a temporary contract from September 2023 to August 2024

Travel Drumheller is the destination marketing organization for the Drumheller region, responsible for tourism destination development and promotion. In 2022/23, Travel Drumheller built a destination development plan to guide the sustainable development and management of tourism over the next two decades. Destination Drumheller is based on evidence and key tourism stakeholder engagement with our consultant Twenty31.

Travel Drumheller has identified the need to hire an **Implementation Manager** to work with the organization and the Destination Drumheller steering committee to execute the destination development plan. This will entail developing detailed project plans for initiatives identified in the plan, working with the Executive Director of Travel Drumheller to identify funding opportunities and liaise with stakeholders throughout the region to build support.

Primary Responsibilities

Project Management

- Evaluation of the destination development plan to facilitate actionable short term and long term priorities
- Create and maintain a detailed project plan to implement the priorities and initiatives identified. The detailed plan will include tasks, responsibility for those tasks, performance indicators, and timelines
- Create business plans to deliver key objectives

Stakeholder partnership and communication

- Facilitate meetings with the steering committee including booking meeting times, booking rooms, creating update reports
- Build engagement in Destination Drumheller through town halls and information sessions and PR campaigns with the residents of the Drumheller region and Travel Drumheller partners
- Compile reports and communications for partners, stakeholders, and the Travel Drumheller Board
- Work with Travel Drumheller Marketing Manager to communicate progress on Destination Drumheller
- Work with the Travel Drumheller Business Support Manager to create two-way communication with partners

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- Liaise with Travel Alberta regarding links with Destination Drumheller and the Destination Development Plan for the Badlands Tourism Development Zone

Deliverables

- Biweekly reports to Executive Director detailing progress on deliverables, communication plans, fund development and activities
- A destination development fund development strategy
- Detailed project plan to include timelines, resources, performance indicators, responsibilities
- At least four public information/town hall sessions
- Tactics and business plans to deliver priorities

Qualifications and Experience

- Demonstrate experience of implementing initiatives successfully
- Understand the intricacies of destination development and has demonstrable experience working with municipal administrations in reviewing policies and land use bylaws to succinctly deliver on investment attraction opportunities.
- The ability to be an analytical thinker who can distill relevant research into a succinct plan that ensures detailed analysis with understandable actionable items on a short term and long term basis
- Ability to interpret and analyse and communicate data
- Related experience in implementation of strategic plans and fund development strategies
- Experience in defining product roadmaps, creating project plans, and formulating actionable items based on research
- Strong interpersonal and relationship management skills, particularly in managing the needs of external stakeholders, internal team members, and agency partners while maintaining relationships
- Experience of working with and reporting progress to steering committees
- Experience of working across different sectors and building consensus
- Experience dealing with senior leaderships in organizations

Outline of contract

- Hybrid work
- At least one day a week onsite in Travel Drumheller office at own cost
- Attendance at steering group meetings, meetings with stakeholders and town halls and information sessions
- To be paid a month in arrears following invoicing received by 25th of each prior month
- The contractor is responsible for providing their personal IT equipment, cell phone etc. and for covering all costs including insurance, travel, accommodation, and meals.
- A total contract fee of \$90,000 divided equally over 12 months

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To apply for this contract position

Email your resume and cover letter outlining how you meet the Qualifications and Experience for the contract to Executivedirector@traveldrumheller.com

The deadline to apply is **22 August 4pm**.

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