
Destination Development (Exploration of Transportation Options) Implementation Manager – Hybrid & Contract

This is a **temporary contract** from **May 15, 2025 to September 15, 2026**

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 (Destination Drumheller) to guide the sustainable development and management of tourism over the next two decades. The plan, prepared by consultants Twenty31, is based on evidence and key tourism stakeholder engagement. In 2024 an Implementation Manager was hired to support the community in moving the plan into action. Progress has been made, and actions identified for 2025. Travel Drumheller has worked to acquire grant funding to continue with the implementation work.

The **Implementation Manager** will work with Travel Drumheller and the Destination Development Plan (DDP) Steering Committee to continue to advance the plan, specifically focusing on the 2025 action 'Exploring Transportation Opportunities'. The Implementation Manager is responsible to plan, manage and successfully execute the project, liaise with stakeholders throughout the region to build support and identify and apply for funding opportunities.

The main accountabilities of this position are:

Primary Responsibilities

Project Management

- Create and maintain a detailed project plan to implement the 'Exploring Transportation Opportunities' action and other DDP implementation projects.
- Monitor and track indicators required for grant reporting and the project.
- Regularly report the status of the project to various audiences.
- Identify and engage stakeholders across the community and region throughout the project using a range of techniques.

Stakeholder Partnership and Communication

- Facilitate and coordinate meetings with the DDP Steering Committee including booking meeting times/rooms, maintaining agendas/minutes, gathering input.

- Build and execute a range of community engagement activities, communications and promotional campaigns/marketing to build awareness of the DDP and gather input on actions underway. This may include open houses, newsletters, and more.
- Compile and update reports and communications for the community, municipalities, organizations, businesses and Travel Drumheller partners and Board.
- Work with Travel Drumheller team (Marketing Manager and Business Development Manager) to share progress, ensure alignment with other Travel Drumheller work, and build relationships with partners.
- Liaise with Travel Alberta regarding links with the Destination Development Plan for the Badlands Tourism Development Zone

Deliverables

- An up-to-date project plan for the 'Exploring Transportation Opportunities' project
- Deliverables as determined through the project plan (eg. Council Presentations, Feasibility Study, Shuttle Pilot Reports)
- Monthly status reports
- Funding opportunities and applications (as applicable)
- Materials required for grant reporting

Qualifications

- Education (college diploma or university degree in a related subject such as Tourism planning, municipal management, Transportation or public engagement)
- A qualification in Project management and/or public engagement would be an asset
- Relevant experience (over 5 years) of managing large scale projects of this scale and complexity in a politically charged rural environment.

Skills, knowledge and experience

- Demonstrate experience of successfully implementing initiatives.
- Understand the intricacies of destination development and has demonstrated experience working with municipal administrations in reviewing policies and land use bylaws to move projects forward.

- The ability to be an analytical thinker who can distill relevant research into a succinct plan that ensures detailed analysis with understandable action items and a systematic approach.
- Ability to interpret, analyze and communicate data.
- Related experience in the implementation of strategic plans, project management, change management, community building/planning, innovation, public engagement or transportation.
- Strong interpersonal and relationship management skills, particularly in managing the needs of external stakeholders, internal team members, and agency partners while maintaining relationships.
- Working knowledge of a range of tools and techniques that supports research, data-informed decision making, engagement and project management.
- Experience of working with Steering Committees, municipal government, senior leadership in organizations, and businesses.
- Experience of working across different sectors and building consensus

Outline of contract

- Hybrid work
- At least one day a week onsite in Travel Drumheller office at own cost
- Attendance at Steering Committee meetings, stakeholder meetings, and community engagement activities.
- To be paid a month in arrears, following invoicing received by the 20th of the 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. There is access to the Travel Drumheller printing budget and office materials
- A total contract fee of \$124,880 plus GST, divided equally over 16 months.

How to apply

- Send your resume and cover letter to executivedirector@traveldrumheller.com by Sunday **April 13 4pm**