
Business Development and Labour Expansion Program Coordinator

A temporary contract from August 2025 to March 2028

Travel Drumheller is the destination management organization for the Drumheller region, responsible for destination development and promotion. Travel Drumheller has identified a challenging tourism labour landscape, including a shortage of skilled staff, lack of understanding of the potential of a career in tourism and a need to increase the number of visitor experiences.

We have received funding for a Business Development and Labour Expansion program from the Government of Alberta. This is to build capacity and interest in a career in tourism and enhance business development in the Drumheller region. It aims to help individuals build skills in the world of tourism and hospitality, build understanding of quality experience development for business owners, drive interest in living and working in the Drumheller area, and build on links generated with higher education organizations.

This position will coordinate and deliver this program.

Responsibilities

- Deliver an experience development program in collaboration with the Business Development Manager for business owners in the Travel Drumheller region
- Build on relationships with high schools and tourism businesses to support the delivery of quality work experiences
- Promote the Drumheller region as a place to get on-the-job experience in tourism and hospitality through partnerships with post-secondary institutions
- Deliver a job fair in Drumheller
- Manage and develop the Drum Discovery Ambassador training program

Project Management

- Create and maintain a detailed project plan to implement the priorities and initiatives identified. The detailed plan will include tasks, responsibility for those tasks, resources needed, performance indicators, and timelines
- Manage this process to stay on track identifying any issues with implementation
- Maintain the budget for the project
- Manage an RFP process with the Business Development Manager to recruit a company to design an experience development training program for businesses.

Stakeholder partnership and communication

- Build engagement in the program with partners such as Brooks County Immigration Services, Community Futures Big Country, MH Enterprises, employers, and local high schools.
- Create a communications and engagement plan with the Marketing Manager to build engagement in the program across the region.

Deliverables include

- Monthly reports to Executive Director detailing progress on deliverables
- Detailed project plan to include timelines, resources, performance indicators, responsibilities
- Promotional materials for attending job fairs
- 25 Work based learning programs for high school students and/or Higher education
- Eight Capstone projects with higher education establishments
- Six new experiences created by businesses
- 26 businesses and 200 participants at the 2026 Job Fair
- Hold at least two Drum Discovery sessions and develop an additional online training tool
- Annual reports in 2025, 2026 and 2027 for partners, funders and the wider community
- Two final reports – one for partners and funders and one for the wider community

Knowledge and Experience

Essential

- A track record of implementing initiatives successfully
- Capable of interpreting, analyzing, and communicating data
- Strong interpersonal and relationship management skills- both internally and externally
- Experienced at working with community groups, young people, and newcomers
- Excellent communication skills and understanding of how to communicate with diverse audiences
- Knowledge and understanding of project management principles

Desirable

- Experience of working across different sectors and building consensus
- Have created project plans, and formulated actionable items based on research
- Knowledge of the tourism and hospitality sector

Outline of contract

- Remote working is possible but not ideal
- At least two days a week in Drumheller for meetings and networking at your own cost
- In person attendance at meetings with stakeholders, workshops, and events
- To be paid a month in arrears following invoice received by 25th of each month
- The contractor is responsible for providing their own cell phone, laptop etc., and covering all costs including insurance, travel, taxes, accommodation, and meals to Drumheller. There are funds to cover travel and accommodation to activities with educational establishments out of Drumheller.
- A monthly contract fee of \$6,250 for 31 months

To apply for this contract position

Email your resume and cover letter outlining how your skills and experiences relate to this role to executivedirector@traveldrumheller.com The deadline to apply is **9am 14 July 2025** and interviews will be held the week of **21 July 2025**.