



## **Tourism Lethbridge Director of Opportunity**

### **JOB SUMMARY**

This savvy project manager knows how to engage partners, create dynamic initiatives, and see a project through from start to finish. They will capture new opportunities and maximize existing community events and initiatives. They will use their numerous community contacts to build collaborative and inclusive projects and their sales skills will attract new business from outside Lethbridge to grow the tourism economy.

The Director of Opportunity reports to the CEO and will work with the Tourism Lethbridge team to implement the Board's Strategic Plan. The director provides sales leadership to the organization, advice and recommendations to the management team and collaborates with internal and external stakeholders to develop and implement programs and services that attract visitors and enrich their experience in Lethbridge.

### **RESPONSIBILITIES**

- Create strong relationships with key client stakeholders and partners.
- Represent Lethbridge at external events to highlight the opportunities in the city.
- Work closely with colleagues on existing and potential events as well as marketing materials and proposals.
- Understand the competitive landscape and market and sales trends.
- Plan and manage the lead generation, planning and proposal response for inquiries.
- Analyze pipeline and lead data, deliver periodic reporting on key metrics for sales outreach.
- Database management.
- Ability to identify and solve challenges strategically.
- Understand and effectively communicate the community and organization's value proposition.
- Ensure strategies, projects and initiatives align with the direction of the Board's Strategic Plan.
- Prepares operating budgets for consideration and approval by the CEO.

### **COMPETENCIES AND SKILLS**

- Ability to understand the impact of operational initiatives from a sales perspective.
- Skilled in connecting and creating strategic partnerships.
- Ability to prepare reports and use of appropriate mode of communication.
- Must be proficient at analyzing data, building reporting, and making strategic recommendations based on data and trends.
- Ability to manage multiple projects and work to tight deadlines.
- Proven success working in a fast-paced, high-growth environment.
- Keen business sense, with the ability to find creative solutions to challenges.



## EXPERIENCE

- Post-secondary degree or diploma preferred in tourism, business, sales, marketing, or a related area. A combination of education and experience is accepted.
- A minimum of three years leadership experience in the tourism industry and its related activities.
- Proven ability in developing and maintaining strong working relationships with key stakeholders.
- Proven history in successfully planning and implementing programs and services that enhance experiences.
- Experience in creating key performance indicators.
- Extensive experience in public relations and engaging partners.

## RESULTS

Tourism Lethbridge is the leader for visitor and tourism services in Lethbridge, facilitating optimal visitor experiences, increasing visitation to Lethbridge for all market segments. Tourism Lethbridge, in partnership with the tourism industry and partners, is focused on collaboratively implementing the vision, direction and priorities outlined in the Board of Director's Strategic Plan.

This position will:

- Provide initial point of contact for community stakeholders to access support services.
- Maximize all community projects through constant collaboration and communication with Stakeholders.
- Drive sales initiatives and in market promotion campaigns.
- Report on economic impact as well as conversion rate and updates on lead generation.
- Build local sales team for special projects.
- Respond to tourism investment inquiries and maximize community wide events.
- Assist with growth of tourism economy through the development of an annual plan and budget for sales initiatives.
- Create a team atmosphere where success is shared and celebrated.

Last day to submit resume: Tuesday October 10, 2023

Salary range: \$65,000 - \$86,000

Anticipated start date: November 2023

Resumes should be sent to the CEO at the address below. Thank you to all who apply but only those proceeding to the interview process will be contacted.

Erin Crane  
CEO, Tourism Lethbridge  
[erin@tourismlethbridge.com](mailto:erin@tourismlethbridge.com)