



COLUMBIA SHUSWAP REGIONAL DISTRICT JOB DESCRIPTION

POSITION TITLE:	TEAM LEADER, TOURISM AND FILM
REPORTS TO:	Chief Administrative Officer
DEPARTMENT:	Shuswap Tourism/Columbia Shuswap Film Commission
EXEMPT:	Yes
DATE:	May 13, 2021
APPROVED BY:	Chief Administrative Officer

POSITION SUMMARY:

Reporting to the Chief Administrative Officer (CAO), the Team Leader, Tourism and Film is responsible for the development and implementation of the Strategic Marketing Plan for Shuswap Tourism, as well as overseeing and coordinating Columbia Shuswap Film Commission activities in their respective regions. Activities include marketing campaign digital strategies development and execution, public relations and media familiarization, collateral production, product development, market research, information sharing and sales and advertising.

Work involves marketing the Shuswap Tourism and Columbia Shuswap Film Commission regions to stimulate economic development and promote tourism and filming activities, with three areas of focus:

- **Destination Marketing** - promoting the region to potential domestic and international visitors, media and trade.
- **Destination Development** - providing advice about best business practice, supporting relevant projects, as well as planning for a sustainable growth across the local tourism economy.
- **Film Production Promotion and Support** – attracting and supporting motion media production crews (including movies, television, and commercials) to shoot on location in the region.

The Team Leader will plan, develop and deliver a wide range of effective tourism destination marketing and film commission promotion and information support initiatives, and the organization's overall communications strategy. This position will work closely with funding partners and tourism and film industry stakeholders to promote a consistent brand message.

KEY RESPONSIBILITIES

- Provide recommendations to the Board, Shuswap Tourism Committee and CAO.
- Develop and implement the Strategic Marketing Plan for Shuswap Tourism.
- Develop and implement an organizational strategic plan.
- Review the role and responsibility of the current Shuswap Tourism Advisory Committee and make recommendations on committee size, membership and accountability to the funding partners.
- Research, interpret and communicate consumer travel trends to develop new research-based content strategies that will enhance and grow Shuswap Tourism.
- Design and deliver high quality marketing collateral and campaigns and stakeholder communications across any/all relevant marketing and communications mediums.

- Identify and foster relationships with industry and other key stakeholders; engage with relevant community groups; and develop relationships with national, provincial and regional tourism-based publications and writers, tours operators and travel agents.
- Develop an industry engagement strategy for Shuswap Tourism to communicate plans with industry and other key stakeholders and encourage knowledge sharing.
- Implement and maintain Key Performance Indicators to measure and evaluate campaign and other project results. Develop regular reporting template and reporting schedule to share this information with the Board, Shuswap Tourism Committee and CAO.
- Represent Shuswap Tourism and have presence at community and networking events.
- Leverage opportunities for Shuswap Tourism through grant opportunities.
- Develop strategic partnerships and alliances with local tourism operators and organizations within the Shuswap region.

Tourism Marketing:

- Establish and implement an annual work plan in line with the Strategic Marketing Plan, including the development and implementation of short and long-term tourism marketing strategies.
- Use available data to support asset development and campaign geo-targeting.
- Proactively promote tourism and the advantages of the Shuswap area as a place to visit.
- Maintain and strategically evolve all organizational marketing tools and information sources, including the Shuswap Tourism website and suite of print guides.
- Coordinate, liaise and work with government, industry, community organizations and other regional and provincial tourism stakeholders.
- Recruit, coordinate and evaluate work of staff, contractors and consultants.
- Prepare and manage appropriate budgets reports and proposals.
- Support relevant destination development projects.

Film Commission:

- Establish and implement an annual work plan and develop and implement short and long-term Film Commission marketing strategies.
- Liaise with the film industry and maintain relationships with Creative BC, other film commissions and other relevant stakeholders.
- Provide location scouting and other services as required.
- Maintain a photo image library and production guide.
- Maintain and evolve the Film Commission website and other resources.
- Prepare and manage appropriate budgets a reports and proposals.
- Recruit, coordinate and evaluate work of contractors and consultants.

REQUIRED SKILLS/KNOWLEDGE

- Demonstrated skills in team leadership and development.
- Skills in communication and presentation, especially the ability to prepare written reports and make oral presentations.
- Familiarity with the legislative, legal and financial issues as they relate to the tourism and film industries.
- Demonstrated ability in marketing and promotion.
- Strong working knowledge or background in the film industry and public relations.
- Ability to work collaboratively and build relationships with internal and external partners.
- Ability to effectively liase with governments, industry, community groups and individuals.
- Highly effective project management, prioritization, multi-tasking and time management skills to

- meet deadlines.
 - Advanced computer skills including Microsoft Office, content management systems and social media platforms.
 - Ability to work effectively as part of a team as well as independently.
 - Strong project management/development and contract administration skills.
 - Demonstrated grant writing and reporting abilities.
 - Demonstrated budget development and financial tracking abilities.
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REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree from a college or university with academic coursework in a hospitality, tourism, international marketing, business administration or other closely related field of study strongly preferred.
- Film Commissioner designation through appropriate industry workshops would be an asset.
- Minimum five (5) years of related experience in marketing and/or communications, with specific destination marketing experience being a strong asset.
- Additional experience in project management, public consultation, marketing strategies and program development would be considered an asset.
- Previous grant writing and project reporting experience.
- Demonstrated understanding and previous experience working in support of community or regional destination marketing.
- Previous experience developing tourism marketing assets and other related print and digital collateral.
- Demonstrated understanding of strategic, data-driven tourism marketing campaign development and execution.
- Previous experience working in local or regional government setting, specifically understanding and engaging in Board and Advisory Committee communications and process.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. This is a general list of responsibilities, duties and skills required of personnel so classified. Other related duties may be assigned in keeping with the general nature of the position.