



# TOURISM JASPER

## Director of Business Development

Tourism Jasper is the Destination Marketing Organization for Jasper and Jasper National Park, charged with driving visitation to Jasper for the benefit of our Shareholders. Tourism Jasper is an award winning innovative team of destination marketers, we strive to return value to our shareholders and facilitate extraordinary experiences for visitors.

### **Position Summary**

Reporting to the General Manager as part of the Senior Leadership Team, the Director of Business Development is responsible for the overall management of Tourism Jasper's business development function. This includes leadership and oversight of three core sales building portfolios comprised of product and experience development, Travel Trade and Meetings. The position of Director has a key role in fostering cross-functional teamwork and will effectively utilize the knowledge-based resources of all business units in Tourism Jasper and industry resources to achieve results.

The Director will develop and implement strategic growth initiatives that result in positioning Tourism Jasper as a leader in product and experience development initiatives in conjunction with the growth of Travel Trade and Meeting key accounts. As a relevant and practical resource for Tourism Jasper Shareholders to grow their business, a proactive approach to business development is required to deliver on Tourism Jasper's strategic objectives.

### **Key Objectives**

- Review current shoulder and low season offerings (Special Events & Packages) and determine course of action for long term growth.
- Design and implement creative itineraries and programming which will benefit all Shareholders and are specific to the FIT market. Bring these Programs to Market and track success.
- Design and implement an annual Group Action Plan with Shareholders to drive group bookings into the destination.
- Create annual budget for specific business development opportunities
- Implement and launch a new Jasper Incentive Program for key client booking partners in winter (Tour/Group)

### **Strategic Planning**

- Act in collaboration with Senior Leadership Team to ensure business objectives and internal teams work together to achieve organizational goals.
- Lead and contribute to multiple business development initiatives including trade development, business to business meeting sales and product development.



IF YOU  
ENCOUNTER  
A MOUNTAIN  
LION

1.

Don't run.

2.

Raise your  
arms and make  
yourself big.

3.

Show your teeth.

4.

Grab a stick and  
fight the mountain  
lion violently, striking  
its nose and eyes.



- Lead strategic planning and execution of multi-year plans with business development teams to deliver on balanced scorecard metrics and ensure return on investment.
- Work in collaboration with the General Manager and Marketing Teams to maximize financial, operational and marketing efficiencies and effectiveness.
- Lead planning of future experience development plan in collaboration with industry stakeholders.
- Research, analyze and capitalize on economic impacts and trends, traveler motivations and competitor intelligence.
- Accountable for effective management, allocation and assessment of team resources, administrative budgets and policies, and ensuring all programs are executed with financial integrity.
- Develop a network of external relationships in the tourism community and government to gain and share access to information about future changes impacting visitation trends to Jasper, Alberta and Canada.

#### ***Leadership and Partnerships***

- Manage, develop and coach business development teams by clarifying expectations, recognizing performance, developing team member competencies and supporting developmental opportunities.
- Build and maintain effective relationships with internal and external stakeholders, and key partners to ensure the effectiveness and continual improvement of Tourism Jasper's business development programs.
- Effectively manage client relationships that ensure continued partnership renewals.
- Proactively establish relationships with potential clients to develop long-term relationships and determine and define key business opportunities and challenges.
- Be the driving force in the development of the work ethic, culture and values of the business development team.
- Cultivate a proficient team in developing and executing strategies and tactics that leverage Jasper experiences.
- Manage complex contract negotiation and involve appropriate parties as needed.

#### ***Qualifications***

- Degree in Business Management, Marketing, Tourism or related field.
- 7-10 years' experience in a high-performance environment with demonstrated successive levels of responsibility and accountability. This could include DMOs, Agencies or private enterprise.
- Progressive experience in business development and marketing. Previous Tourism is an important asset.
- Deep understanding of B2B cross channel marketing within the Travel Trade including tour operator partnerships, trade show and marketplace participation.



- Experience designing products and experiences for wholesale and retail environments.
- Experience executing complex, product driven, structured business deals.
- Excellent relationship skills, highly collaborative, can build rapport and credibility quickly with all levels of the organization and diverse industry.
- Excellent public speaking skills in front of small or large groups.
- Proven leadership; ability to build and motivate high performance teams that deliver results.
- Proven ability to prioritize and manage multiple accounts/projects, vendor relationships and deliver results.
- Highly developed project management and organizational skills. Works well under pressure and delivers on time.
- Demonstrated experience in research and evaluation methodologies to ensure marketing and communications return on investment.
- Strong financial understanding coupled with well-developed analytical skills.
- Proven ability to manage budget to spend targets; strong solutions orientated mindset.

#### **Other Information**

- This position is based in Jasper, Alberta.
- Domestic and international travel is required.
- Hours of Work: 40 hours per week, with occasional evening and weekend hours required.
- Competitive Salary available to qualified candidates.
- This position offers an excellent benefits package.
- Other benefits include corporate ski passes, professional development budget, quarterly team building activities all in a casual, dog friendly office environment.

If you have the qualifications to succeed in this role, submit a cover letter and resume with the title in the subject line of your email directly to James Jackson, General Manager Tourism Jasper at [james@jaspercanadianrockies.com](mailto:james@jaspercanadianrockies.com).

We wish to express our appreciation to all applicants for their interest and advise that only candidates selected for an interview will be contacted. Any personal information submitted will be managed with the strictest of confidentiality.