

JOB OPPORTUNITY

SOUTHWEST SASK TOURISM DEVELOPMENT & INVESTMENT ATTRACTION HUB PROJECT MANAGER

The Trans-Canada Visitor Reception Centre (VRC) near Maple Creek, Saskatchewan has been selected as the location for a regional tourism and economic development pilot project styled the "Southwest Saskatchewan Tourism Development & Investment Attraction Hub".

This initiative is seeking a project manager who will be responsible for the implementation of this initiative!

More info below...

APPLY DEADLINE - MAY 10TH, 2024



**RURAL
OPPORTUNITIES
FUND**

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OUR COMMUNITIES

Community 
Futures Southwest

Community Futures Southwest
Southwest Saskatchewan Tourism Development & Investment Attraction Hub
Project Manager

OVERVIEW:

The Trans-Canada Visitor Reception Centre (VRC) near Maple Creek, Saskatchewan has been selected as the location for a regional tourism and economic development pilot project styled the “Southwest Saskatchewan Tourism Development & Investment Attraction Hub”.

This two-year pilot project falls under the auspices of Community Futures Southwest, guided by a Steering Committee representing regional municipalities and tourism stakeholders. The project is funded by the Rural Opportunities Fund.

The Project Manager will be responsible for the implementation of the initiative and the achievement of the objectives for the project as identified by the Rural Opportunities Fund and Community Futures Southwest as guided by the regional Steering Committee.

The Project Manager will also be responsible for day-to-day operations of the VRC, including the supervision of the facility’s employees.

COMPENSATION:

The role of Project Manager is a contract with Community Futures Southwest.

The contract is \$136,000.00 over two years / \$68,000.00 per year / \$5,666.66 per month.

The contract will be paid out monthly upon an invoice each month from the contractor.

The contract with Community Futures Southwest will end December 31st, 2025, unless otherwise stipulated.

PROJECT OBJECTIVES:

Tourism Development:

- The tourism industry injects 25 – 30 million dollars annually into the economy of southwest Saskatchewan.
- The Trans-Canada VRC is well positioned to both receive visitors coming to explore the region, and to intercept Trans-Canada travellers who are unaware of what southwest Saskatchewan has to offer.
- More than just a location along the Trans-Canada where travellers can use a washroom and pick up a roadmap, the VRC is the region in miniature, offering travellers an immersive taste of the visitor experiences available across southwest Saskatchewan.
- The tourism development objective of the VRC is to inspire exploration of the region by piquing the curiosity of travellers through compelling presentation.
- VRC staff are ambassadors for the region and the facility is the region’s tourism sales office.
- The development and launch of a VRC specific marketing campaign designed to drive visitation to the VRC.

Business Incubation & Promotion:

- The VRC features several “Pop-Up Stores” that offer a taste of the retail experiences travellers can expect to encounter as they explore the region.
- The objectives of the Pop-Up Stores are:
 - Showcase the diversity of unique and appealing retail experiences available in the region.
 - Encourage travellers to visit the business in its home community.
 - Facilitate sales on behalf of the business on the Trans-Canada at the VRC.
- As per the requirements of the Rural Opportunities Fund, for the duration of the pilot project, the Pop-Up Stores will have the added objective of serving a “business incubation” role, offering opportunities for new businesses and/or new entrepreneurs to gain exposure and to grow into viable new additions to the business community of southwest Saskatchewan.
- The VRC will subsequently seek-out and give priority to new businesses and/or new entrepreneurs when allocating space in the Pop-Up Stores. As per the requirements of the Rural Opportunities Fund, preference will be given to new businesses and/or new entrepreneurs who fall into the categories of youth, women, Indigenous, and/or new Canadians.

Investment Attraction:

- The majority of Canadians, who now live and work in communities other than those in which they were born, first visited their current community of residence as a tourist. The VRC therefore facilitates a critical first step along the investment attraction pathway.
- In addition to showcasing tourism opportunities across the southwest, the VRC will also highlight investment opportunities. This includes (but is not limited to):
 - Existing businesses looking to transition to new owners.
 - Community Profiles.
 - Real Estate Opportunities.
 - Investment Incentive Programs.
 - Business Needs Assessments.
 - New Business / Resident Attraction.
- Highlighting investment opportunities will be achieved through conventional means with the VRC itself as well as through the development of a regional investment attraction web-portal that is accessible at the VRC through a large interactive digital touchscreen.
- The new investment attraction web-portal will serve as a gateway to the individual economic development websites of participating communities where the public will be able to access more specific information.
- The development and launch of the regional investment attraction web-portal, and facilitating its accessibility through an interactive touchscreen in the VRC, is one of the deliverables required by the Rural Opportunities Fund.
- The new regional investment attraction web-portal must include e-commerce capabilities in support of the business incubation & promotion objectives of the VRC Pop-Up Stores.

PROJECT MANAGER QUALIFICATIONS:

Skills:

- Excellent communication skills (both written and verbal).
- Interpersonal communication skills, including diplomacy and conflict resolution.
- Public speaking and salesmanship.
- Computer skills, including Microsoft Office programs (Word, Excel, Power Point, etc.) and social media platforms.
- Analytical and problem-solving skills.
- Strategic thinking.

Abilities:

- Ability to supervise staff.
- Ability to translate goals as identified by governing bodies into actions that achieve strategic objectives.
- Information gathering and comparative analysis.
- Networking and liaising with stakeholders and industry leaders.
- Stats collection and reporting.
- Ability to work independently with little to no direct supervision.

Knowledge:

- Extensive knowledge of tourism products, attractions, and experiences available to visitors across southwest Saskatchewan.
- An understanding of the tourism industry.
- An understanding of the principles of community economic development.

Personal Attributes:

- Professional demeanour, tidy, well-groomed, and well organized.
- Possess a valid Class 5 Driver's License.
- Self motivated.

Experience:

- Working with a Board of Directors or other governing body.
- Developing contracts and MOUs.
- Project & financial management.
- Work in the fields of tourism management, marketing, sales, and/or promotions.
- Work in business development and/or community economic development.
- Managing or supervising staff.

WORK LOCATION & CONDITIONS:

- The contractor is expected to devote a minimum of 8 hours per day, 5 days per week to fulfilling the requirements of the contract.
- In addition to achieving the objectives and completing the deliverables associated with the implementation of the Rural Opportunity Fund pilot project, the contractor will also be responsible for the day-to-day operations of the VRC (including the supervision of staff).

- The contractor will be expected to work on-site at the Trans-Canada Visitor Reception Centre near Maple Creek.
- There will be times when the contractor will be required to work alone in the facility (shoulder season).
- The arrangement for the location of work conducted by the contractor during the winter will be as directed by Community Futures Southwest.

REPORTING:

The Project Manager will be accountable to the Manager of Community Futures Southwest, with the deliverables of the contract being guided by the project Steering Committee.

The Project Manager is required to attend monthly meetings of the project Steering Committee. The Project Manager will aid the Manager of Community Futures Southwest in developing meeting agendas and will provide project status reports at the meeting. The Project Manager is also responsible taking and circulating meeting minutes.

The project Steering Committee consists of representatives from each of the municipalities / tourism entities supporting the pilot project.

The Steering Committee will guide the implementation of the Rural Opportunities Fund project, define and/or clarify project objectives, provide tourism and economic development information specific to their community/entity, assist with the collection of statistical information required for reporting back to the Rural Opportunities Fund, offer recommendations and/or feedback to the Project Manager through the Manager of Community Futures Southwest, and provide input into the development of the regional MOU that will identify how the VRC will be managed and funded as a regional resource following the conclusion of the Rural Opportunities Fund pilot project on December 31st, 2025.

The Project Manager will be responsible for gathering the following statistical information from the Steering Committee on a monthly basis:

- Number of highly qualified personnel jobs created (Total)
- Number of highly qualified personnel jobs created (Women)
- Number of highly qualified personnel jobs created (Indigenous)
- Number of highly qualified personnel jobs created (Youth)
- Number of non- highly qualified personnel jobs created (Total)
- Number of non- highly qualified personnel jobs created (Women)
- Number of non- highly qualified personnel jobs created (Indigenous)
- Number of non- highly qualified personnel jobs created (Youth)
- Number of businesses created, maintained, or expanded (Total)
- Number of community-based projects funded by Rural Opportunity Fund

This statistical information will be reported to the Manager of Community Futures Southwest, who will in turn report this information to the Rural Opportunities Fund quarterly.

SPECIFIC DELIVERABLES:

In addition to overseeing the traditional day-to-day tourism operations of the VRC (as described under the project objective of “Tourism Development”), the contractor will be responsible for the following specific deliverables:

- The development and launch of a VRC specific marketing campaign designed to drive visitation to the VRC.
- The development and launch of a regional business incubation program centred around the VRC Pop-Up Stores designed to support the development of new businesses and/or new entrepreneurs with an emphasis on youth, women, Indigenous, and/or new Canadians.
- The development and launch of a new regional investment attraction web-portal that is accessible at the VRC through an interactive touchscreen. The web-portal must serve as a gateway to the individual economic development websites of participating communities.
- The new regional investment attraction web-portal must include e-commerce capabilities in support of the business incubation & promotion objectives of the VRC Pop-Up Stores.
- A regional MOU signed by participating communities/tourism entities, developed in consultation with the project Steering Committee, that identifies how the VRC will be managed and funded as a regional resource following the conclusion of the Rural Opportunities Fund pilot project on December 31st, 2025.

EXPRESSION OF INTEREST:

Expressions of interest in the role of Project Manager for the Southwest Saskatchewan Tourism Development & Business Incubation Hub can be submitted to Kara Thompson, General Manager of Community Futures Southwest: kthompson@scfdc.com

Please include a resume and cover letter that outlines skills, abilities, education, training, and experience relevant to managing a project of this nature.

Submission Deadline: May 10th, 2024.

Submissions will be reviewed by Community Futures Southwest in conjunction with the project steering committee.

Evaluation of submissions will include both a review of the written submission and an interview.