

**Open to the Public**  
**Director of Tourism Intelligence & Stakeholder Investment**

**Department of Fisheries, Tourism, Sport and Culture**  
**Tourism PEI**

**Location: Charlottetown**

**Full-Time Excluded Position**  
**(Commencing Immediately)**

The Department of Fisheries, Tourism, Sport and Culture is committed to Equity, Diversity, Inclusion and Accessibility. Our goal is to build a public sector workforce that reflects the diverse communities we serve and to promote welcoming, diverse, inclusive, respectful workplaces that are accessible to all. We welcome all interested individuals including Indigenous People, persons with disabilities, Black, racialized, ethnic and culturally diverse groups, as well as people regardless of their sexual orientation, gender identities, and gender expressions. Those looking for more information are invited to visit our [Equity, Diversity, and Inclusion Policy](#)

Reporting to the CEO of Tourism PEI (TPEI), this is a specialized technical position providing leadership in the functional areas of tourism industry research and intelligence, policy and strategic planning, sector relations with key stakeholders including regional tourism associations, destination management associations, Golf PEI, Meetings and Conventions PEI, and the Tourism Industry Association of PEI. The Director also leads Tourism PEI partnerships with inter-governmental and Federal, Provincial and Territorial (FPT) groups and acts as the secretariat for the Strategy Implementation Committee and TPEI CEO.

**Duties will include:**

- Developing and gathering tourism intelligence (i.e. research on consumer profiles, purchasing pathways of consumers, mode of travel, etc.) and preparing and presenting to senior management;
- Evaluating corporate performance from both a program and a corporate perspective;
- Developing and executing research plans and overseeing (including design, management, and analysis) all research conducted by or for TPEI in the areas of product development, market, consumer and economic research, and competitive intelligence;
- Analyzing research and trends, identifying strategic issues and providing recommendations;
- Leading and participating in the development, implementation and improvement of strategic planning, performance measurement and evaluation procedures, processes and practices;
- Developing and overseeing planning documents, briefing notes, business cases, presentations and memoranda to the Minister, Deputy, and Cabinet including Executive Council and Treasury Board memos;
- Planning and participating in Atlantic Canada Agreement on Tourism (ACAT) meetings, leading FPT working committees and sitting on various boards and working groups;
- Leading the development, implementation and ongoing monitoring of the Customer Relationship Management system;
- Working collaboratively with industry stakeholders to carry out the implementation of the tourism strategy for Prince Edward Island;
- Identifying areas of the Acts (Tourism PEI Act, Tourism Industry Act and Regulations, National Park Act, Recreation Development Act and Trails Act) requiring change and modernization, providing recommendations to update these Acts and guidance for industry to implement updated policy changes designed to advance tourism; and
- Leading special projects and undertaking other duties at the discretion of the CEO.

**Minimum Qualifications:**

- University degree in Business Administration, Commerce, Finance or Economics (or related field);
- Extensive experience in the creation, writing, editing, organizing, and presenting of information for senior level correspondence;
- Extensive experience in the leadership of employees;
- Considerable experience with budgeting and financial planning;
- Considerable experience in conducting research, strategic planning, and evaluation;
- Experience working with Acts, regulations and policies;
- Experience with presentation techniques and methods to internal and external stakeholders;
- Experience in creating and fostering collaborative relationships;
- [Demonstrated equivalencies will be considered.](#)
- Knowledge of the local, regional and National Tourism industry; and
- Excellent organizational, interpersonal (tact, diplomacy, persuasion, motivation) and communication skills (both written and oral).

**Other Qualifications:**

- Master of Business Administration is an asset; and
- Knowledge in the development of economic policy.

**Please Note:** Please ensure the application clearly demonstrates how you meet the noted qualifications as applicants will be screened based on the information provided. The successful candidate will be the only individual receiving written notification of competition results. The "Notification of Successful Candidates" list posted on the Employment Opportunity board will serve to inform all other applicants of competition results.

**Salary Range:** \$49.05 - \$61.29 per hour (Level 24 Excluded)  
**Bi-Weekly Hours:** 75.0 hours bi-weekly  
**Posting ID:** 160404-1223FTSCPO  
**Closing Date:** Wednesday, December 20, 2023 **5:00pm**

Where possible, submitting an electronic resume or job application is preferred. Otherwise, please return application forms to the PEI Public Service Commission, P.O. Box 2000, Charlottetown, Prince Edward Island, CIA 7N8. Applications may be sent by fax to (902)368-4383. **DUE TO THE FACT THAT RECEIPT OF APPLICATIONS BY FAX CANNOT BE GUARANTEED, APPLICANTS TRANSMITTING THEIR APPLICATIONS BY FAX MAY WISH TO CONFIRM RECEIPT BY TELEPHONE OR IN PERSON PRIOR TO THE CLOSING DATE.** Please ensure that the appropriate Posting I.D. number is stated on all application forms. You can apply online or obtain an application form by visiting our web site at [www.jobspei.ca](http://www.jobspei.ca). Forms may also be obtained by contacting any PEI Government Office, ACCESS PEI Centre, Regional Services Centre, or by telephoning 368-4080.