

JD: Manager of Tourism and Business Development



TOWN OF LAKE COWICHAN
Vancouver Island's best kept secret!

MANAGER OF TOURISM AND BUSINESS DEVELOPMENT

Job Title	Manager of Tourism and Business Development	Department	Economic Development and Tourism
Reports To	Chief Administrative Officer	Job Classification	<input checked="" type="checkbox"/> Management <input type="checkbox"/> Union
FTE	1.0 FTE Permanent	Pay Band/Grid	\$85,000 to 105,000
Benefits	<p>1. Health and Wellness</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Extended Health, Allied Medical Services, Prescription <input checked="" type="checkbox"/> Life Insurance <input checked="" type="checkbox"/> Accidental Death and Dismemberment <input checked="" type="checkbox"/> Dental <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Sick Leave <p>2. Pension Plan</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Defined Benefit Pension Plan (MPP) <input type="checkbox"/> Defined Contribution Pension Plan (RRSP) <p>3. Training and Development</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Support for Professional & Technical Certificate Renewal <input checked="" type="checkbox"/> Support for Tuition Reimbursement <p>4. Work Location</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Onsite <input type="checkbox"/> Remote <input type="checkbox"/> Hybrid (Mixed of on-site and remote) 		

POSITION SUMMARY

Under the general direction of the Chief Administrative Officer the Manager of Tourism and Business Development is a senior leadership position responsible for advancing the Municipality’s economic development, tourism, and destination management objectives while providing full operational oversight of key municipal assets, including the **Cowichan Lake Education Centre**, the **Tourism Information Centre**, and the **Lakeview Campground**.

This role integrates economic strategy, tourism development, visitor services, facility and campground operations, revenue generation, staffing oversight, and stakeholder engagement. The position requires strong business acumen, operational leadership, and the ability to balance strategic economic objectives with hands-on delivery of public-facing services.

GENERAL DUTIES

Economic Development & Investment Attraction

- Oversee, develop, implement, and monitor the Town’s economic development strategy aligned with Council priorities and regional initiatives where appropriate.

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- Lead business retention, expansion, and attraction efforts, including investor and developer inquiries
- Work collaboratively with Planning, Engineering, and external agencies to facilitate sustainable commercial, industrial, and tourism development
- Prepare Council reports, briefing notes, and recommendations related to economic trends, opportunities, and initiatives
- Identify and pursue grant funding, partnerships, and investment opportunities

Tourism & Destination Development

- Lead tourism development initiatives that strengthen the Town's profile as a year-round destination.
- Collaborate with regional tourism organizations, Indigenous partners, chambers of commerce, businesses/entrepreneur, and hospitality operators to operate in alignment.
- Support marketing and promotion, experience development, and event-based initiatives for visitors and locals such as tournaments, festivals, and pop-up events.
- Track, monitor, and develop reports on tourism performance indicators and recommend improvements to services, infrastructure, and programming.

Tourism Information Centre (TIC) – Visitor Services Operations

- Provide full operational oversight of the Town's Tourism Information Centre and all its functions.
- Ensure high-quality visitor services, information dissemination, and community representation.
- Oversee visitor information materials, digital content coordination, and wayfinding signage and supports.
- Manage space usage, visitor flow, displays, and customer service standards.
- Recruit, train, schedule, and supervise TIC staff and volunteers.
- Develop and manage operating procedures, seasonal service models, and visitor experience standards.
- Track visitor data, metrics, and feedback to inform tourism strategy and reporting.

Cowichan Lake Education Centre – Facility Operations & Management

- Provide full operational and strategic oversight of the Cowichan Lake Education Centre as a multi-use, multi-seasonal facility.
- Manage space and event booking operations, including rentals, scheduling, contracts, and user agreements and the corresponding administrative work of record management.
- Oversee facility operations including food preparation, custodial services, maintenance coordination, safety compliance, and asset management and lifecycle planning.
- Develop in conjunction with Council, Chief Administrative Officer, and Corporate Services and administer facility policies and procedures.
- Build and maintain relationships with user groups and partners to maximize utilization.

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- Provide regular reporting on the operations of the facility.

Lakeview Campground – Full-Cycle Campground Management

- Provide comprehensive management of the Lakeview Campground, including operations, staffing, customer service, and financial performance.
- Oversee campground reservations, refunds, booking platforms, fee structures, policies, and customer experience standards.
- Ensure campground facilities, infrastructure, and grounds are maintained to safety, environmental, and service standards in conjunction with Public Works Department.
- Implement marketing and occupancy strategies to optimize revenue and visitor satisfaction
- Ensure compliance with municipal bylaws, safety regulations, environmental standards, and insurance requirements.

Staffing, Leadership & Operations

- Recruit, train, supervise, and evaluate permanent, seasonal, auxiliary, and volunteer staff associated with tourism services, CLEC facilities, and campground operations.
- Establish service standards, operational procedures, and performance expectations.
- Lead workforce planning, scheduling, and contractor oversight in alignment with collective agreement and Corporate Services Department.
- Foster a culture of customer service excellence, accountability, and teamwork.

Financial Management & Administration

- Prepare, recommend, manage, and proactively monitor operating and capital budgets for the following divisions:
 - Town's Economic Development
 - Cowichan Lake Education Centre
 - Tourism Information Centre
 - Lake View Campground
- Track revenues, refunds, expenditures, cost recovery, and performance metrics with a goal of maximizing revenues, reinvesting in facility improvement, and breaking even at a minimum.
- Review and recommend fee and rate adjustments, pricing strategies, and service improvements.
- Ensure sound financial controls, procurement compliance, and reporting practices.

Stakeholder & Community Engagement

- Serve as a key municipal liaison with businesses, tourism operators, community organizations, Indigenous partners, and regional agencies as it pertains to economic development.
- Respond to inquiries from the public, stakeholders, and partners in a professional and service-oriented manner.

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- Represent the Town at meetings, events, conferences, and forums related to economic development and tourism.

Other Duties

- Prepare staff reports, business cases, and recommendations for Council consideration.
- Monitor legislative, regulatory, and industry trends impacting tourism, hospitality, and economic development.
- Support organizational initiatives related to governance modernization, digital transformation, and continuous improvement.
- Perform other related duties assigned from time to time consistent with the responsibilities of the position.

QUALIFICATIONS, SKILLS, COMPETENCIES AND ABILITIES

Minimum Requirements

- Certificate, diploma, or degree in Economic Development, Business Administration, Tourism Management, Public Administration, or a related field **is required**.
- Minimum five (5) years of progressively responsible experience in economic development, tourism, facility management, hospitality, or related fields **is required**.
- Demonstrated experience managing public-facing facilities, visitor services, or campground operations is an asset.
- Proven experience with staff supervision, budget management, and revenue-generating operations.
- Municipal or public-sector experience is an asset.

Skills

- Strong customer service and interpersonal skills with the ability to interact respectfully and courteously with the public, Council, staff, volunteers, contractors and other stakeholders.
- Strong understanding of economic development, tourism, and visitor services principles.
- Maintain a strong working knowledge of information technology systems required to effectively manage tourism, hospitality, facility, and campground operations.
- Operate, configure, and oversee reservation, booking, ticketing, point-of-sale, and customer relationship management (CRM) systems used for visitor services, facilities, and campground operations.
- Use data analytics, dashboards, and reporting tools to monitor occupancy, bookings, revenue, visitor trends, and service performance.
- Demonstrate operational leadership and financial acumen.
- Ability to manage multiple facilities and service lines concurrently.
- Sound professional judgement along with strong analytical and problem-solving skills.
- Ability to work with minimal supervision and as part of a team is essential.

Competencies and Abilities

- Financial acumen
- Strategic thinking and attention to detail
- Relationship management and collaboration
- Accountability and service excellence
- Integrity and confidentiality
- Reliability and professionalism
- Continuous improvement mindset
- Adaptability and problem-solving