



*The Eastman Tourism Association recognizes that our feet are firmly planted on Treaties 1, 3, and 5 and the Homeland of the Red River Métis. Our hearts and minds are open as we acknowledge the past, present, and future as opportunities for reconciliation and commit to co-creating an environment for all to flourish and grow within the tourism industry. Our commitment is to partner with indigenous communities on projects related to the treaty lands on which we walk.*

**Friday, 24<sup>th</sup> May, 2024**

***Eastman Tourism Association (ETA) is inviting applications and nominations for a new Executive Director!***

This position will offer the right person the opportunity to ensure that diverse meaningful and memorable tourism experiences exist throughout the Eastman region, that these experiences are widely promoted, and that our region and its local communities are prepared for receiving visitors.

Our members – tourism businesses and non-profit organizations, local governments, and tourism-related agencies – are our partners. Our role in the partnership is to grow tourism in southeastern Manitoba with marketing assistance, knowledge-building, enhancing community connections, and helping develop tourism experiences.

We see Eastern Manitoba as a vibrant, diverse tourism destination where visitors are openly welcomed and entrepreneurial spirits grow and prosper. In our work, we follow these guiding principles:

- **Collaboration:** We believe in the power of teamwork and will work in partnership to maximize impact.
- **Leadership:** We provide strong leadership to the tourism sector in Eastern Manitoba
- **Accountability:** We will deliver what is promised and will continually strive to improve productivity and overall efficiency.
- **Sustainability:** We will contribute to the economic, social, cultural, and environmental well-being of Eastern Manitoba.

The Eastman Region encompasses the entire area south Atikaki Provincial Park to the Canada / USA border and east of the Red River to the Manitoba / Ontario border. One of our competitive advantages is that most of our tourism experiences are within three hours' drive from Winnipeg, making a day visit to the region do-able for Winnipeg residents. Visitors come to Eastman to enjoy our nature, culture, heritage, events and festivals, food, legendary experiences, and unique products and shops. Our growth opportunities are in tourism experiences that are community-based, rural, winter and shoulder season, culinary farm-to-table oriented, and reflective of the region's diversity, especially our Indigenous, Métis, and Francophone culture.

Reporting to the Board of Directors, the Executive Director provides overall leadership to the operations of the ETA, develops and delivers plans, programs, and services in the best interests of the tourism stakeholders within the Eastman region.

**Your key responsibilities are to:**

- Work closely with the Board as a trusted advisor and liaison to make organizational decisions, mitigate operations risks, and develop policies.
- Lead the implementation of strategic plans in alignment with ETA's vision, mission, guiding principles, and priorities, goals, and strategies.
- In consultation with the Board, develop annual work plans to fulfill ETA's three-year strategic plans.
- Oversee the development, management, and measurement of all programs and activities, reporting to the Board on a monthly basis.
- Prepare and submit annual work plans, reports, and other required documents to Travel Manitoba in a timely manner, as a condition of receiving our annual funding.
- Foster and maintain relationships and partnerships with stakeholders, partners, members, Indigenous, Métis, and Francophone communities, and other collaborators that align with the organization's objectives and that have the best interests of tourism in the region in mind.
- Generate substantial funds through grants and other means for executing organizational plans.
- Research and secure new sources of funding for achieving organizational objectives.
- Cultivate a solid understanding of issues faced by the organization and the tourism industry.
- Inform the Board of emerging opportunities, trends, risks, and liabilities to ensure effective decision making, long-term planning, and resource allocation by committees, advisory bodies, and task forces.
- Provide leadership in developing program, organizational, and financial plans, while being accountable for the operational results of ETA, including annual budgets, office administration, and human resources.
- Examine and improve membership benefits.
- Develop and use valid and reliable measures for gathering data about ETA visitors, members, etc. for good decision-making.
- Oversee marketing plan activities for ETA members and tourism partners, including social media, website, e-newsletters, print media, merchandise, co-op marketing, advertising, sponsorships, and trade show appearances.
- Manage, in an accurate and timely manner, financial, statistical, and accounting records of the organization, and maintain or establish new policies and controls related to operational and human resource management.
- Manage human resources needs including recruiting, supervision, and performance management of summer young adult employees.
- Oversee contract negotiations with vendors and third-party professionals and ensure operational compliance to government legislation, regulation, and guidelines for a non-profit corporation.

**Your key working relationships are with:**

- Board of Directors
- ETA members
- Travel Manitoba
- Local organizations, municipalities, and regional and provincial tourism operators
- Tourism-related associations
- Indigenous, Metis, and Francophone communities and organizations
- Funding agencies and partners
- Committees, Task Forces, Working Groups and Councils
- Direct Reports
- Other

**The person most likely to be successful in the position:**

- Has a demonstrated combination of experience, knowledge, and education that would allow them to fulfill the responsibilities of the position.
- Desire to learn and seek understanding.
- Is a champion for tourism in southeastern Manitoba, especially its growth throughout the region.
- Leads by cultivating strong relationships, collaborating, and building partnerships.
- Inspires a positive organizational culture.
- Approaches challenges with ingenuity.
- Demonstrates the ability to grow organizational capacity, work within a non-profit governance structure, and align operations with organizational aims and strategic plans.
- In collaboration with the board, partners, and stakeholders, establishes clear, measurable goals, analyzes results, and adjusts actions to meet the demands of a changing environment.
- Can provide examples of excellent oral and written communication skills. Presentation skills and media and public relations skills are an asset.
- Communicates information to the Board of Directors that enables them to make informed, timely, and accurate decisions.
- Initiates, nurtures, and extends relationships with stakeholders and funders.
- Empowers tourism businesses and non-profit organizations and volunteers, encouraging professional development.
- Connects with diverse audiences.
- Exemplifies respect for diversity, integrity, and commitment to personal and professional growth.

**Assets:**

- Bilingual / Multilingual (especially an Indigenous language or French)
- Have residential ties to the region or have acquired knowledge of the region through other means.

**Location:**

Currently, the Eastman Tourism Association office is located in the Executive Director's home. There is a clear understanding the Executive Director will regularly have to travel throughout the region to build relationships and conduct the business of the organization. Board meetings are either held over Zoom or by visiting a tourism location within the region. Distance travel with occasional overnight stays is required. Must have access to a personal vehicle and hold a valid license to operate the vehicle in Manitoba.

**Salary:** \$54,000/year (approximately 35 hours per week)

**Application Deadline:** 24 May, 2024

**Accommodation:**

Eastman Tourism is committed to creating and maintaining a workplace that is welcoming, inclusive, and barrier-free. Accommodations in accordance with the Human Rights Code and other applicable legislation is available throughout all stages of the recruitment process. For accommodation during the application process, applicants are requested to make their needs known via email.

**How to Apply:**

Please send your resume/CV to: [eastman.exec@gmail.com](mailto:eastman.exec@gmail.com)

Eastman Tourism Association Executive Committee of the Board:

Angela A Smook, Chair  
Bob Kovachik, Vice Chair  
Liz Robertson, Treasurer  
Michelle Gawronsky, Secretary

Website: <https://eastmantourism.ca>