



TOURISM DEVELOPMENT SPECIALIST - CONTRACT, FULL TIME

Position Overview:

The South Canadian Tourism Association (SCRTA) seeks a skilled individual to execute specific project activities related to tourism development in the region. This contract position will focus on developing tourism workforce ambassador programming, creating and promoting itineraries, and building an enabling tourism sector. The role requires a combination of strategic planning, project management, community engagement, and reporting skills to drive tourism growth in rural areas. At SCRTA, we are passionate about tourism in Alberta, especially tourism in our region - the South Canadian Rockies. We work hard to support Alberta's tourism industry through destination development, marketing, promotions, industry learning, advocacy, and member programs. Before applying for the position, you can learn more about SCRTA by visiting www.southcanadianrockies.ca.

KEY PROJECT RESPONSIBILITIES:

Tourism Workforce Ambassador Development:

- Design and implement training programs to enhance the skills of local tourism ambassadors.
- Collaborate with stakeholders to promote workforce readiness in the tourism sector.

Itinerary Development and Promotion:

- Research and design engaging, balanced, and culturally sensitive itineraries tailored to diverse audiences.
- Promote itineraries through social media campaigns, brochures, and community outreach.
- Ensure sustainability practices are incorporated into itinerary planning.

Building an Enabling Tourism Sector:

- Facilitate partnerships between local businesses, community organizations, and tourism stakeholders.
- Support initiatives that help raise tourism's profile, including resident engagement and data collection.
- Coordinate events related to regional sector collaboration.

REQUIRED SKILLS:

Project Management & Coordination: Ability to manage multiple tourism-related projects simultaneously, from planning through implementation, while meeting deliverables and deadlines.

Community Engagement & Facilitation: Strong interpersonal skills to engage tourism operators, Indigenous and municipal partners, and residents in program co-development and outreach.

Regional Tourism Knowledge: Familiarity with the region's culture, geography, and tourism landscape; understanding of rural and community-based tourism is considered an asset.

Communication & Promotion: Excellent verbal and written communication skills, including experience producing itineraries, stakeholder updates, training content, and public-facing materials.

Monitoring & Reporting: Demonstrated experience tracking project progress, compiling updates, and preparing summary reports aligned with funding or organizational requirements.

Flexibility & Adaptability: Able to work independently in a dynamic environment, adjust to shifting priorities, and work occasional irregular hours to support events and partner coordination.

QUALIFICATIONS:

- Bachelor's degree or relevant experience in tourism management, marketing, or a related field.
- Proficiency in English.
- Project Management certification or experience an asset.
- Valid driver's license for travel within the region.
-

CONTRACT DETAILS:

- Duration: Temporary contract position June 1 – March 31, 2025 (potential to extend)
- Compensation: \$4200 - \$4800/monthly to commensurate with experience
- Primarily remote with some in-person hours.
- Flexible, remote work at 35 hours weekly. Stat holidays observed with opportunity to flex time.

TO APPLY:

- Please submit your CV with cover letter to Melisa Stefaniw at info@southcanadianrockies.ca
- This position will remain open until the appropriate candidate is found. We encourage early applications to ensure consideration. Ideal start date: June 15, 2025.

