# JOB DESCRIPTION

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| *TITLE:* | **Destination Development Specialist** | *REPORTING TO:* | **Manager, Destination Development** |
| *STATUS:* | **Permanent Full-time** | *LAST UPDATED:* | **October 2026** |

## POSITION SUMMARY

**Reporting to the Senior Manager, Destination Development, the Destination Development Specialist is responsible for the day-to-day project management and execution of assigned initiatives that strengthen Richmond's visitor experiences and advance priorities established through the Richmond 10-Year Tourism Master Plan, Tourism Richmond's 5-Year Strategy, and annual 1-Year Business Plan.**

**Working within the strategy, priorities, and plans established by the Manager and Vice President, the Specialist coordinates tourism businesses, community organizations, government partners, consultants, and internal teams to deliver destination development projects and programs arising from these plans. The role develops and manages project work plans, schedules, budgets, procurement, logistics, documentation, partner communications, and reporting, and follows projects through to completion.**

**Success in this role requires strong project management, execution, partner coordination, communication, organization, and problem-solving skills, together with an understanding of regenerative, inclusive, and community-minded destination development.**

## RESPONSIBILITIES

### Project Management & Program Execution

- Manage assigned destination and experience development projects and programs identified through the Richmond 10-Year Tourism Master Plan, Tourism Richmond's 5-Year Strategy, and annual 1-Year Business Plan, from initiation through implementation and close-out. This includes festivals, events, and related initiatives, as well as detailed work plans, schedules, budgets, procurement, logistics, documentation, issue tracking, and follow-up.
- Translate approved priorities and project direction from these plans into coordinated deliverables; manage contributions from partners, consultants, and internal teams; monitor progress; and resolve or escalate implementation issues.
- Coordinate pilots, workshops, activations, site visits, familiarization activities, and other project components as assigned.
- Identify practical opportunities to improve visitor readiness, accessibility, sustainability, seasonality, and the overall quality of the destination experience.
- Support the preparation and administration of funding applications, agreements, project records, and reporting requirements.

### Trends & Project Performance Reporting

- Maintain awareness of relevant travel and tourism trends and share practical insights that may affect assigned projects and programs.
- Work with internal teams and project partners to track, compile, and report on the established KPIs, outputs, and outcomes for assigned projects.

### Partner & Community Engagement

- Build and maintain productive working relationships with tourism partners, community organizations, government representatives, and other project partners.
- Coordinate partner outreach, meetings, working groups, consultations, and collaborative activities required to execute assigned initiatives.
- Communicate project objectives, roles, timelines, requirements, and opportunities clearly and consistently to participating partners.
- Represent Tourism Richmond at meetings, workshops, community events, and industry activities as assigned.
- Support inclusive, accessible, culturally respectful, and community-informed approaches to destination development.

### Project Administration, Budget & Reporting

- Maintain complete and current project files, contact records, agreements, decisions, timelines, and activity records in applicable systems.
- Monitor assigned project budgets, process purchase orders and invoices, track commitments and expenditures, and support financial reconciliation.
- Prepare status updates, reports, presentations, and internal briefing materials for the Senior Manager and other audiences as required.
- Proactively manage project risks, dependencies, delays, budget pressures, and implementation issues within the role's authority, and promptly escalate matters requiring strategic direction or management decisions with recommended next steps.
- Collaborate across Tourism Richmond to align destination development work with partner engagement, visitor services, marketing, business development, travel trade, and organizational priorities.
- Occasional evening and weekend work and local travel may be required to support projects, events, and partner activities.

***The list of duties and responsibilities described above is not intended to be all-inclusive and may be expanded or modified from time to time to meet organizational needs, provided the changes remain consistent with the overall nature and scope of the position.***

## QUALIFICATIONS

- Post-secondary education in tourism, destination management, community or economic development, planning, business administration, project management, or a related field, or an equivalent combination of education and experience.
- Two to four years of related experience in tourism, destination or community development, project or program coordination, partner engagement, or a related field.
- Demonstrated experience managing and executing multi-partner projects, programs, events, or community initiatives from initiation through completion.
- Experience with partner consultation, report preparation, budget tracking, project monitoring, and project administration.
- Experience working with tourism businesses, community organizations, government, or a destination organization is considered an asset.
- Project management training or experience with funding agreements, procurement, or consultant coordination is considered an asset.
- Ability to work occasional evenings and weekends and travel locally as required.

## KNOWLEDGE, SKILLS AND ABILITIES

- Strong project management and organizational skills, with the ability to translate approved direction into detailed work plans, coordinate contributors, manage multiple priorities, timelines, budgets, and deliverables, and drive work to completion.
- Strong relationship-building and facilitation skills, with the ability to work effectively with diverse tourism and community partners, consultants, and colleagues.
- Excellent written and verbal communication skills, including the ability to prepare clear reports, presentations, briefing materials, and partner communications.
- Ability to interpret research and analysis, identify practical implications for project delivery, and incorporate findings into clear project updates, options, and recommendations.
- Sound judgement, initiative, and problem-solving skills, including the ability to recognize risks and escalate sensitive or higher-impact matters appropriately.
- Strong attention to detail and accuracy in project records, budgets, agreements, and reporting.
- Collaborative, adaptable, and solutions-oriented, with a willingness to support changing team and destination priorities.
- Working knowledge of Microsoft Office Suite and comfort learning project management, CRM, survey, virtual meeting, and shared file systems.
- Understanding of sustainable, inclusive, accessible, and community-minded tourism development principles.
- Knowledge of Richmond and its tourism products, experiences, communities, and partner network is considered an asset.

## CORE COMPETENCIES

- Action-oriented - Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
- Collaborates - Building partnerships and working collaboratively with others to meet shared objectives.
- Ensures accountability - Holding self and others accountable to meet commitments.
- Plans and aligns - Planning and prioritizing work to meet commitments aligned with organizational goals.