

BUSINESS DEVELOPMENT OFFICER (TOURISM)**Approval Date:** January 2026 **Department:** Economic Development IAFF CUPE Management**Title of Management Supervisor:** Economic Development and Tourism Manager**General Accountability:****Purpose and Scope**

Reporting to the Economic Development and Tourism Manager, the Business Development Officer (Tourism) will oversee the City's community Tourism Business Development Program and develop and implement strategies and programs that support business attraction, retention, and expansion in the community. The incumbent will implement the Municipal and Regional Development Tax (MRDT) program, conduct extensive economic research and analysis and undertake activities that develop and foster partnerships that contribute to economic development and tourism across the City through initiatives that promote Campbell River as a location of choice for visitors, business investment, as well as resident attraction.

Nature and Scope of Work

- Oversee the City's community Tourism Business Development Program and liaise directly with businesses to help facilitate all aspects of their start-up, relocation plans while identifying economic and business trends, risks and opportunities that require action.
- Develop and implement an annual tactical plan based on both the Municipal and Regional Development Tax (MRDT) Strategic Plan and the department's five-year strategic plans and manage the assigned budget.
- Work with local businesses across the tourism sector to determine their needs and goals, identify potential growth opportunities, markets, and complementary businesses to develop, and assist with the development of strategies to meet their objectives.
- Conduct analysis and research, perform timely and detailed statistical analysis of available related data, as well as design studies or surveys to develop data when unavailable, so as to measure the financial impact of potential opportunities at the local, provincial or federal levels and make timely recommendations to take advantage of such opportunities when deemed appropriate.
- Liaise and build strong relationships and partnerships with internal and external industry partners, City staff, government agencies, local businesses and other organizations to facilitate tourism-associated economic development initiatives while maintaining an awareness of the trends impacting the sector.
- Identify, plan, schedule and carry out tourism-specific program activities, including initial planning, feasibility determination, community involvement and acceptance, implementation with project timetables, reviews, and evaluation.
- Develop and implement comprehensive marketing plans and campaigns to promote the City to potential visitors, investors, including the development and distribution of marketing materials.
- Provide advocacy and support to both new and existing businesses and industry through the sharing of information, providing advice, fostering connections, and the development of resources.
- Effectively manage projects related to Economic Development initiatives, including project planning, tracking milestones and deliverables, reporting on project status, and monitoring and tracking costs, schedules, resources, risks, issues, and performance of consultants to ensure project success.
- Conduct regular economic or business-related research and analysis and prepare reports, presentations and briefings for senior staff, elected officials (local and provincial) and the public.

- Maintain a current inventory of available land, water (marina moorage), and space. Identify, track and project demands, trends and issues related to the supply of available industrial and commercial supply and work interdepartmentally to identify ways of delivering the required supply in the appropriate configurations/locations as it pertains to tourism related attraction and expansion.
- Attend City Council meetings as required.
- Provide formal departmental representation in various settings as required including working groups, media, trade shows, associations etc.; develop and deliver presentations to positively influence travel to the Campbell River area, to support economic growth and sustainable practices.
- Identify grants and funding opportunities available to further the economic goals and initiatives of the City.
- Provide support to economic development and airport marketing and business development initiatives.
- Keep abreast of current trends in the tourism and economic development field, including best practices; establish and maintain a network of professional peers, and recommend new and innovative approaches that could enhance service delivery.
- Perform other related duties as required.

Necessary Qualifications

Technical Knowledge, Abilities and Skills:

- Extensive knowledge of the principles, practices and objectives of tourism, destination development, and marketing, as well as economic development.
- Extensive knowledge of the best practices, trends and strategies for visitor and tourism growth, expansion and attraction in local communities.
- Considerable knowledge of current marketing and promotional trends and activities.
- Familiar with Municipal and Regional Development Tax program requirements and reporting.
- Sound knowledge of strategic planning methods, tools and best practices in community and industry partner engagement.
- Sound knowledge and understanding of the goals and objectives of the department.
- Knowledge of economics, standard statistical and analytical techniques, and research methods as it applies to economic development.
- Strong business acumen.
- Ability to proactively cultivate trusted, collaborative relationships with internal teams and a diverse range of external business partners to support business growth and strategic initiatives.
- Ability to design and implement tourism related programs which reflect an understanding of local government and its interface with the business community, local and provincial government, and other agencies.
- Working knowledge of applicable federal, provincial and local legislation, regulations, standards and guidelines, as well as City Bylaws, policies and procedures relevant to the role.
- Working knowledge of WorkSafeBC regulations and safe work procedures.
- Proficient with Microsoft Office applications (Word, Excel, Acrobat and PowerPoint), desktop publishing software and departmental specific software.

Key Competencies:

- Accountability and Reliability
 - Able to work under general direction only, exercising considerable independence and initiative in the execution of duties.
- Client Focused
 - Anticipates, responds, and attends to the needs of clients and internal/external industry partners of the department and organization. Keeps the client interests in the forefront.
- Collaboration and Negotiation
 - Able to work collaboratively with internal and external industry partners to ensure all ideas, proposals and solutions are considered. Excellent consensus building and negotiation skills.
- Communication
 - Excellent communication skills including verbal, presentation skills, listening, and written communication.
- Creativity and Innovation

- Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; uses creativity in developing solutions to problems and opportunities.
- Networking and Relationship Building
 - Skilled in diplomacy, political acumen, and building trust-based relationships with industry partners; able to combine global outlook with community needs.
- Planning and Organizing
 - Strong planning, project management and organizational skills; able to meet deadlines, and manage competing priorities and time effectively, while delivering high quality results in a fast paced environment.
- Professionalism
 - Thinks carefully about the likely effects of one's words, actions, appearance and mode of behavior. Ability and willingness to contribute to maintaining a respectful, safe and supportive work environment that embraces diversity, along with treating everyone with courtesy, dignity and fairness.
- Results and Quality Focus
 - Focuses on results and measuring attainment of quality outcomes; strong analytical and research skills.

Education:

- Degree in business administration, economic development, commerce, public administration, economics, marketing or other related discipline from a recognized post-secondary institution.

Training/Certifications:

- Training or courses that demonstrate ongoing professional development in the economic, tourism, and business development field.
- Must possess and maintain a valid Class 5 Driver's License, and produce and maintain a clean driver's abstract, as per City policy.

Experience:

- Minimum of five (5) years' progressively responsible experience in a similar role in economic development, business development, or community program development within the last ten (10) years.
- Minimum of three (3) years' experience in developing and implementing marketing and promotional campaigns and activities in the last seven (7) years.
- Experience in managing projects with a wide range of scope and complexity including grant writing as well as provincial and federal reporting.
- Experience in community and industry partner engagement.

Preferred Criteria

- Experience working in a local government environment.
- Certified Economic Developer (Ec.D) from the Economic Developers Association of Canada (EDAC) or equivalent
- Experience with Destination BC or Destination Canada reporting.

Unusual Working Conditions

- Travel may be required and is paid in accordance with the City's Travel Policy.
- The incumbent may be required to attend evening, early morning and weekend meetings.