

ECONOMIC DEVELOPMENT and TOURISM MANAGER

Approval Date:	July 2026	Department:	Economic Development and Indigenous Relations
☐ IAFF	☐ CUPE	☒ Management	
Title of Management Supervisor:	Director of Economic Development and Indigenous Relations		

General Accountability:**Purpose and Scope**

Reporting to the Director of Economic Development and Indigenous Relations, the Economic Development and Tourism Manager leads the implementation of the City's economic development and tourism priorities, including business retention and attraction, destination development, investment readiness, Municipal and Regional District Tax (MRDT) supported tourism programming, and departmental work plans.

The Manager provides day-to-day leadership to assigned staff, manages budgets and reporting requirements, supports Indigenous Relations initiatives as directed, and works collaboratively with internal departments, Indigenous Nations, businesses, tourism partners, senior governments, community organizations, and funding agencies to advance Campbell River's economic vitality and destination development objectives.

The position is responsible for implementing strategic plans and annual work programs, monitoring performance, securing external funding opportunities, and ensuring effective delivery of economic development and tourism initiatives through collaboration, innovation, accountability, and continuous improvement. The Manager serves as a key member of the Department leadership team and is expected to exercise a high degree of initiative, independent judgment, and decision-making authority in the day-to-day management of departmental operations, staff, projects, external relationships, and emerging priorities.

Nature and Scope of Work**Leadership**

- Hire, lead, mentor, and supervise staff within the Economic Development and Indigenous Relations Department.
- Establish work priorities, service standards, performance expectations, and departmental objectives.
- Support recruitment, onboarding, staff development, performance management, succession planning, and employee engagement initiatives.
- Develop strategic plans, policies, programs, services, and objectives that reflect Council's vision and priorities related to economic development and tourism, while supporting Indigenous Relations initiatives and priorities as directed by the Director.
- Foster collaborative relationships with Indigenous Nations, businesses, industry representatives, developers, tourism representatives, senior governments, community organizations, and economic development partners.
- Foster and promote a strong workplace safety culture and ensure compliance with established safe work practices.
- Effectively delegate, coordinate, and monitor work across staff, consultants, and project teams to ensure priorities are achieved and resources are utilized efficiently.
- Build staff capacity through coaching, mentoring, performance management, succession planning, and professional development.
- Lead and coordinate multiple complex projects and initiatives simultaneously, ensuring deadlines, budgets, and service expectations are achieved while balancing competing organizational priorities.

- Provide leadership during periods of change, shifting priorities, emerging opportunities, and time-sensitive issues requiring timely action and sound judgment.

Department and Financial Management

- Lead implementation of economic development and tourism strategies, work plans, and departmental priorities.
- Plan, coordinate, implement, monitor, and evaluate economic development and tourism initiatives and projects.
- Oversee implementation of MRDT-related tourism priorities, including strategic plans, annual tactical plans, external engagement, performance monitoring, and reporting requirements.
- Support Destination Campbell River initiatives related to destination marketing, destination development, tourism product development, travel trade, visitor servicing, and tourism-sector partnerships.
- Administer and oversee contracts, service agreements, consultants, and external service providers supporting departmental programs, projects, tourism initiatives, and economic development activities, ensuring compliance with City policies and procurement requirements.
- Identify, pursue, and administer grant and funding opportunities that advance economic development and tourism objectives.
- Conduct economic research and analysis relating to business conditions, demographic trends, labour force development, tourism performance, sector growth opportunities, and investment attraction.
- Support business retention, expansion, and attraction initiatives across key sectors of the local economy.
- Coordinate development and maintenance of investment attraction tools, sector profiles, employment lands information, and investor-facing resources.
- Prepare reports, business cases, briefing notes, presentations, and correspondence for Council, senior management, stakeholders, funding agencies, and the public.
- Support the Director in advancing Indigenous Relations priorities through research, coordination, follow-up activities, Indigenous tourism initiatives, and interdepartmental collaboration.
- Collaborate with departments across the organization to support coordinated service delivery and implementation of shared priorities.
- Provide departmental representation in meetings, committees, working groups, conferences, trade shows, media interviews, and external engagement events.
- Monitor emerging economic, tourism, funding, legislative, and policy trends and recommend innovative approaches to improve service delivery and outcomes.
- Ensure departmental compliance with all applicable federal, provincial, and municipal legislation, regulations, policies, and procedures.
- Perform other related duties as assigned.

Necessary Qualifications

Knowledge/Skills/Abilities:

- Knowledge of local government operations, governance, decision-making processes, and public administration.
- Knowledge of economic development, destination development, tourism management, business attraction, investment readiness, and community development principles and practices.
- Knowledge of Indigenous Relations, reconciliation principles, cultural awareness, and respectful engagement practices.
- Knowledge of applicable municipal, provincial, and federal legislation, regulations, policies, programs, and funding frameworks.
- Knowledge of budget development, financial management, grant administration, and performance measurement practices.
- Knowledge of strategic planning, project management, external engagement, and partnership development.
- Demonstrated ability to develop business cases, funding proposals, strategic recommendations, and investment-ready materials supported by research, analysis, and measurable outcomes.
- Strong business and political acumen.

- Excellent verbal, written, presentation, facilitation, negotiation, and relationship-building skills.
- Demonstrated ability to manage multiple complex priorities, projects, funding deadlines, interests of external parties, and operational responsibilities simultaneously within a fast-paced and politically sensitive environment.
- Ability to prepare clear and concise reports, briefing notes, presentations, and communications for a variety of audiences.
- Proficiency with Microsoft Office applications and digital tools used for project management, reporting, communications, and external engagement.
- Ability to utilize emerging technologies and AI-enabled tools, where appropriate and in accordance with City policies, to improve research, analysis, reporting, and service delivery.
- Ability to maintain confidentiality and exercise sound judgment.
- Ability to effectively prioritize work, reallocate resources, and adapt to changing circumstances while maintaining service levels and project momentum.
- Ability to manage a diverse portfolio of economic development, tourism, Indigenous relations support activities, strategic initiatives, engagement processes, funding applications, and operational functions.
- Demonstrated leadership skills with the ability to motivate staff, promote accountability, resolve issues, and maintain a positive and productive work environment.
- Demonstrated ability to exercise independent judgment, identify risks and opportunities, and develop practical solutions to complex issues.

Competencies/Personal Characteristics:

- Political Acumen
 - Understands the municipal government environment and exercises discretion, professionalism, and sound judgment when working with elected officials, Indigenous Nations, businesses, community partners, senior governments, media, and the public. Navigates complex issues with diplomacy while maintaining accountability to Council's strategic direction.
- Resilient and Adaptability
 - Maintains effectiveness, professionalism, and sound judgment while managing competing priorities, changing circumstances, tight timelines, and complex relationships.
 - Demonstrates flexibility, perseverance, and a solutions-focused approach when responding to challenges, emerging issues, and organizational change.
- Leadership
 - Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.
- Accountable
 - Holds self and others accountable for responsibilities; focuses on results and measuring attainment of outcomes in a business focus.
- Strategic
 - Develops and implements a plan in support of organizational strategic direction. Demonstrates an understanding of the link between one's job responsibilities and overall organizational goals and needs and performs one's job with the broader goals in mind.
- Communication
 - Clearly presents written and verbal information; writes with clarity and purpose; communicates effectively in both positive and negative circumstances; listens well.
- Creativity and Innovation
 - Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new or cutting-edge programs/processes.
- Effective Working Relationships
 - Treats staff, colleagues, and customers with respect; resolves conflicts respectfully and in a timely manner, negotiates effectively, and provides effective feedback to colleagues/employees.

- Integrity and Honesty
 - Demonstrates a resolute commitment to and respect for the spirit and intent behind the rules and core values of the organization, setting an example of professionalism and ethical propriety.
- Client Focused
 - Anticipates, responds, and attends to the needs of clients and internal/external clients of the department and organization. Keeps the client interests in the forefront.

Education/Training/Certification:

- Post-secondary degree in economic development, commerce, marketing, public/business administration, tourism or a related field.
- Must possess and maintain a valid BC drivers' licence as per City policy.

Experience:

- Minimum of five (5) years' recent, progressively responsible experience in economic development, tourism or closely related field.
- Minimum of three (3) years' recent progressive supervisory experience, preferably in a unionized environment.
- Previous local government experience.
- Experience in destination marketing and promotion using multiple mediums and digital platforms.
- Experience in the development of departmental and corporate long-range plans as well as budget formulation and reporting processes.
- Experience working effectively with Indigenous communities.

Preferred Criteria

- Certified Economic Developer (Ec.D.) designation or equivalent professional certification.
- Local Government Administration training or equivalent municipal leadership training.
- Experience administering or reporting on MRDT programs.
- Experience working with Destination BC, Destination Canada, or destination management organizations.
- Experience supporting Indigenous tourism initiatives, intergovernmental relations, or reconciliation-related programs.
- Experience leading multidisciplinary teams in a local government environment.

Special Working Conditions

- Travel is required and is paid in accordance with the City's Travel Policy.
- Working hours will vary to attend some weekend, evening and early morning meetings.