

Job Description

Manager, Visitor Experience 12 – 18 Month Contract

COMPANY OVERVIEW

As the official destination management organization for Calgary, Tourism Calgary's mandate is to:

- Promote Calgary as a destination of choice, marketing the city locally, nationally, and internationally to leisure and business travelers.
- Attract and support sport, culture, and major events.
- Steward Calgary's destination brand.
- Lead or support development initiatives that enhance city vibrancy and the visitor experience.
- Advocate and support city building decisions that contribute to the sustainable growth of the economy while enhancing quality of life for Calgarians.

In 2023, Calgary saw an estimated 8.4 million visitors and a resulting visitor spend of \$2.9 billion.

THE POSITION

Reporting to the Vice President, Destination Experience & Services, this role is embedded within Tourism Calgary's Destination Experience department.

The Manager, Visitor Experience, is responsible for the development and execution of a dynamic visitor experience framework designed to enrich every aspect of a visitor's journey in Calgary. This position is essential in implementing strategies that drive satisfaction and engagement through initiatives related to visitor services, frontline ambassador training, city pass programs, leisure and delegate/attendee experiences, signage, and collateral. The Manager collaborates closely with various departments and Tourism Calgary partners to ensure a seamless and strategic approach to visitor, delegate, and frontline engagement.

This role manages two direct reports – Specialist, Frontline & Visitor Engagement and the Coordinator, Visitor & Delegate Experience – plus seasonal staff and volunteers.

KEY RESPONSIBILITIES

- Develop an annual multi-channel visitor experience and activation strategy with the Coordinator and Specialist team members, aligning with organizational goals, values, and brand.
- Collaborate with the Coordinator, Visitor & Delegate Experience to develop and execute on visitor and delegate engagement programs, improving the visitor journey, and ensuring consistent, high-quality service.
- Collaborate with the Specialist, Frontline & Visitor Engagement to develop and execute on frontline engagement programs, fostering awareness and participation to promote civic pride and service excellence.
- Plan and execute delegate programs with Manager, Event Services, to ensure a positive delegate/attendee experience in Calgary.
- Implement marketing and communication strategies for visitor experience and frontline engagement programs.
- Work collaboratively with marketing on the strategic direction and execution of leisure pass programs, driving awareness and visitation around the city.
- Conduct market research to identify visitor demographics, trends, and gaps, using this data to inform strategic initiatives.
- Oversee in-market signage and promotional materials to improve visitor navigation, enhance satisfaction, and drive partner visitation.
- Explore and integrate new technologies, such as AI, ensuring continuous improvements in visitor engagement and experience.
- Manage budgets for visitor experience and frontline engagement projects, ensuring alignment with strategic priorities and financial sustainability.
- Prepare reports on visitor metrics, program performance, and strategic initiatives for senior management.
- Coordinate with HR on seasonal staffing and volunteer needs, including funding, recruitment, onboarding, and management of team.
- Monitor visitor inquiries across multiple channels, including live chat, email, and voicemail.
- Manage key stakeholder, partner, and industry association relationships.

QUALIFICATIONS

- A degree in business, marketing, tourism management, hospitality, or a related field.

- Minimum of 5 years managing a cross-functional team and direct reports.
- Proven track record in marketing and customer engagement.
- Strong leadership skills and vendor/partner management experience.
- Exceptional project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Excellent communication, presentation, and interpersonal skills, capable of engaging a diverse range of stakeholders.
- Creative problem solver with a passion for innovation and a history of developing successful engagement initiatives.
- Proficient in data analysis and performance measurement.
- Proficiency in Microsoft Office Suite and familiarity with database management and social media platforms.
- Familiarity with tourism industry trends and best practices.
- Knowledge of Calgary and its attractions is considered an asset.
- Flexibility to work evenings and weekends as needed.
- Valid Driver's License is required.

WORKING CONDITIONS

- This is a hybrid home/Calgary office position with three days in the office and two days flexible.
- Candidate must have private high-speed internet, quiet place to work while working from home.
- Equipment provided by Tourism Calgary.

APPLICATION PROCESS

Reply in confidence with a cover letter and resume by November 22, 2024, to:

Roxanne Wideen

Director, Human Resources

Tourism Calgary

roxanne@tourismcalgary.com

Please note only those selected for an interview will be contacted.



Tourism Calgary values diversity of expertise, talent and opinion which creates an innovative and collaborative environment. We are committed to a respectful and inclusive workplace and welcome applications from all qualified individuals.