



Council of Tourism Associations

VOICE OF THE BC TOURISM INDUSTRY

COTA POSITION DESCRIPTION

Senior Associate, Industry Relations and Strategic Initiatives

The Council of Tourism Associations (COTA) is a non-profit membership based organization representing the interests of the vast and dynamic tourism and hospitality industry in BC. Established in 1994, COTA plays a unique role as an 'association of associations' in the tourism system within BC. Tourism by nature touches many business sectors and geographic regions and COTA is responsible for bringing a sense of cohesion and common vision to the natural diversity of our members.

The association is grounded in the values of leadership, industry unity and advancing a catalytic approach to collaboration. COTA is governed by an industry Board of Directors and a 'Council' of over fifty sector and marketing associations plus a host of individual member businesses. The organization is well positioned as the voice of tourism to governments, media and the general public. As we move forward in a leadership role, the sustainability of tourism in BC will be a critical area for COTA.

We are growing our staff team to be able to enhance our capacity to collaborate with our many members and stakeholders and the Senior Associate will be a key player on our team. A critical position that brings a business development orientation to a primarily policy focused organization.

Purpose of position:

1. The Senior Associate will take a leadership role in the development of COTA's membership, with a special focus on building an effect and engaged network of long-term members.
2. This position will work closely with the Tourism Industry Conference event planner to develop our 2009 conference. This conference historically attracts in the range of 600 delegates and over 800 industry professionals and key stakeholders.
3. Oversee the planning and execution new initiatives that address emerging industry issues or opportunities while contributing to COTA's bottom line, including COTA's Western Economic Diversification Canada-funded project "Tourism Sector Strategy for the Northern and Southern Interior."

Key Responsibilities

Membership Development

1. Develop programs and initiatives in conjunction with the CEO to both maintain and increase membership in the Association.
2. Seek out new opportunities to deliver added value to our members and stakeholders (eg. Government departments, Crown corporations) that in turn generate incremental revenues for the Association.
3. Overall responsibility for working with staff to maintain current membership lists and mailing information.
4. Draft in-house staff policies around membership development and maintenance for CEO approval.
5. Supervise and/or maintain COTA membership data base(s).
6. Carry out any other duties as requested by the CEO.

Business Development and Strategic Initiatives

1. Working with COTA's Director, Policy and Corporate Communications to provide support and strategic direction for COTA's "Tourism Sector Strategy for the Northern and Southern Interior," which will assist communities in utilizing tourism as an economic diversification opportunity, and mitigating impacts of the mountain pine beetle on tourism values. Specific duties include:
 - Assist in contract management, overall project planning and implementation.
 - Assist in the planning of regional tourism forums to identify stakeholder interests and positions.
 - Reviewing / assisting with the identification of background reports, existing plans, government / sector initiatives, and other relevant information.
 - Coordinating meetings with regional beetle action coalitions, consultants, and stakeholders in government and the private sector.
 - Reviewing and commenting on draft reports.
2. With a focus on advancing a sustainable tourism strategy for BC's tourism and hospitality industry, this position will explore incremental opportunities for COTA to secure industry outreach and education grants/fees for service.
3. Working cooperatively with our Director of Policy and Corporate Communications and CEO to develop and deliver programs that benefit our membership while generating additional revenues for COTA (in the recent past COTA has presented a 'COTA Speaker Series' and a 'Risk Management Program for our membership').
4. Drafting proposals and budgets for approval by the CEO.

5. Representing COTA in various meetings with members and industry stakeholders.
6. Identifying additional strategic opportunities in areas such as sustainability/climate change, land and resources, ecotourism, or others.

Conference Development

1. Play a leadership role in developing and implementing event plans and budgets for major industry events (Tourism Industry Conference) and smaller meetings (COTA Board and Council Meetings). Day to day point of contact for our contracted event planner(s).
2. Related to our annual Tourism Industry Conference, working on a day-to-day basis with the event contractor to generate incremental sponsorship and attendance.
3. Execute COTA's plans for smaller meetings and events which includes developing programs, securing sponsors, generating promotional materials, and attendance building.

Qualifications:

- The Senior Associate is a well respected individual with a track record of business development and/or sales.
- Minimum of 10 years experience in business or an equivalent of business and post-secondary experience. Tourism industry experience an asset.
- Strong skills required in all aspects of business development including building strategic relationships, marketing, sponsorship research and analysis, and sales.
- A proven track-record in project management with experience in a range of applications from events to working through election cycles.
- Strong time management, organizational, analytical, and relationship building skills are essential. Must work well in a team setting.
- Post-secondary degree or diploma in business administration, commerce, tourism management, public relations, or a related discipline an asset.
- Ability to multi-task and handle a wide variety of assignments.
- Ability to work independently, creatively, and strategically under pressure.
- Outstanding communication skills both written as well as verbal.
- Positive attitude – 'can do' as well as 'have done' track-record.
- Highly proficient with computers. Strong understanding of Web-based communication, internet, electronic newsletters, as well as proficiency using Microsoft Office suite.
- Experience with Adobe Photoshop and Dreamweaver is an asset.

Reporting:

This position reports to the CEO of COTA

Job Status:

One (1) year contract with potential to extend.

Salary:

Commensurate with experience and education