



Tourism Saskatchewan

Executive Profile

Chief Executive Officer



General

Tourism Saskatchewan is a Treasury Board Crown Corporation responsible for developing and promoting tourism in Saskatchewan.

The corporation's mandated purposes are:

- a) To market Saskatchewan as a tourism destination in domestic, national and international markets
- b) To assist Saskatchewan's tourism industry operators to market their products
- c) To develop and promote the quality of tourism products and services in Saskatchewan
- d) To provide visitor information services
- e) To undertake any other activities or functions assigned by the Lieutenant Governor in Council

Responsibility for Tourism Saskatchewan is assigned to the Minister Responsible for Tourism Saskatchewan. An appointed, skills-based Board of Directors provides strategic direction to the Chief Executive Officer (CEO).

Under the leadership of the CEO, staff in Regina, Saskatoon and field offices (approximately 68-70 employees) drive the work that builds on the organization's solid foundation and steers Tourism Saskatchewan toward fulfilling its goals. Activities and projects align with the Vision, Mission, Corporate Values and Guiding Principles.



Mandate

Tourism Saskatchewan promotes the province as a tourism destination by providing in-province and out-of-province marketing and visitor services. Tourism Saskatchewan assists industry to market and develop quality tourism products through co-operative marketing, education and training and event funding programs.

Vision

A vibrant entrepreneurial tourism industry offering year-round compelling and memorable Saskatchewan experiences.

Mission:

Connect people with quality Saskatchewan experiences and advance the development of successful tourism operations.

Corporate Values

- Nurture a vibrant and creative organization dedicated to serving the industry and the visitor.
- Empower each other and our stakeholders to be innovative and to take risks.
- Work collaboratively to build effective, respectful relationships and an inclusive approach for the purpose of delivering excellent results.

Guiding Principles

- Alignment – align our activities, internally and with stakeholders.
- Collaboration – collaborate for the mutual benefit of the organization and our stakeholders.
- Market-driven – ensure initiatives are market-driven.
- Accountable – to industry, public taxpayers and Government.



Organizational Divisions

Marketing and Communications

- Responsible for strategies and tactics that promote Saskatchewan tourism experiences and generate visitation to and within the province.
- Works with industry to market Saskatchewan as a destination.
- Collects and creates content to promote Saskatchewan's tourism experiences and stories.
- Manages industry and corporate communications.
- Participates in research to determine high-impact target markets.
- Delivers professional travel counselling through Tourism Saskatchewan's Regina headquarters.
- Manages funding programs that support a range of local, national and international events and assist in the promotion of tourism products, events and services.

Destination and Workforce Development

- Responsible for tourism education and training to address the challenges of a competitive labour market.
- Assists destination areas, communities and operators in developing and coordinating tourism assets to enrich the quality of experiences.
- Initiates and supports tourism planning and development activities to grow tourism in Saskatchewan.

Corporate Services

- Provides leadership and co-ordination in the areas of strategic planning and monitoring, financial services, enterprise risk management, legislative compliance and contract management.
- Develops and implements internal human resource strategies.
- Supplies information technology services.
- Responsible for research, information collection, information management, privacy protection and records management.



Position Responsibilities

General

The Chief Executive Officer (CEO) of Tourism Saskatchewan is responsible for providing vision, energy, passion, excellence and commitment to the advancement of the tourism industry in Saskatchewan. The CEO provides strategic leadership and overall management of the organization and drives the change necessary to achieve success while fostering development, economic growth and diversity. The position holds overall responsibility for Tourism Saskatchewan's financial and general management, relationships with government, media and stakeholders, risk management and the corporation's overall success.

Reporting to the Board of Directors, the CEO will bring a transformative approach to support a tourism industry that has been severely impacted by COVID-19. With an industry facing unprecedented challenges, the CEO will lead a team of professionals with a clarity of purpose and promote an environment of collaboration, accountability, innovation and continuous improvement.

The CEO is a member of the Government of Saskatchewan Deputy Minister team and interacts with senior government officials on a regular basis.

The position is based in Regina, Saskatchewan.

Key Responsibilities

Leadership and Organizational Effectiveness

- Provide leadership in articulating and advancing Tourism Saskatchewan's mandate, vision, and strategic direction in support of the best interests of its stakeholders and to drive Tourism Saskatchewan to achieve strategic goals and objectives.
- Develop a high performing organization with the right people in the right positions.
- Motivate and lead effective Executive and Management Leadership Teams, and ensure that there exists an effective plan of succession and development within these teams.
- Ensure human resource strategies and compensation systems are appropriate to mobilize the energies and talents of staff to execute the strategic business plan, annual operating plans and to support effective succession.
- Foster a collaborative environment using the principles of Interest-Based bargaining to ensure a strong relationship with the collective bargaining agent.

Business Management and Strategy

- Lead the development of a strategic business plan for Tourism Saskatchewan.
- Ensure the implementation of the strategic business plan and report to the Board regularly on its status.
- Provide general supervision and management of the day-to-day affairs of Tourism Saskatchewan within the guidelines established by the Board, consistent with decisions requiring prior approval of the Board and the Board's expectations of Management.
- Ensure the efficiency and effectiveness of policies and programs and measure performance against established business standards and targets.
- Direct the development of innovative strategies to ensure the integrity and effectiveness of Tourism Saskatchewan's programming and promotional activities.

Corporate Governance and Risk Management

- Within the legislated mandate, the CEO will take direction from the Board of Directors and align the organization with the vision and strategic direction.
- Identify, review and proactively manage exposure and all risks associated with managing the business through the development and implementation of appropriate systems and controls to safeguard and optimize Tourism Saskatchewan's assets in the best interests of the sector.
- Communicate in a timely manner with the Board on material matters affecting Tourism Saskatchewan and ensure that the Board is kept informed of business operations, business issues and major risks facing Tourism Saskatchewan.
- Ensure that the Board of Directors are provided with the support and information necessary to allow them to fulfill their responsibilities and obligations.
- Ensure the accuracy, completeness, integrity and appropriate disclosure of Tourism Saskatchewan's financial statements and other financial information through appropriate policies and procedures.
- Oversee the formulation, interpretation and communication of broad corporate policies and objectives, to position Tourism Saskatchewan as an active participant in Saskatchewan's growing economy while offering maximum value to stakeholders and clients.
- Ensure all operations and activities of Tourism Saskatchewan are conducted in accordance with the values and intent of enabling laws, regulations, plans, policies and sound business practices.

Stakeholder Relations

- Serve as the external spokesperson and principal liaison for Tourism Saskatchewan.
- Create a positive, professional, and credible image of the corporation with all stakeholders.
- Develop and maintain relationships with the Board, government, stakeholders, customers and relevant affiliate groups.
- Represent Tourism Saskatchewan and its values with customers, governments, regulatory bodies, other stakeholders and the public generally.



Reporting Relationships

Reports to:

- Tourism Saskatchewan Board of Directors
- The Deputy Minister to the Premier of Saskatchewan

Direct Reports:

- Executive Director, Marketing and Communications
- Executive Director, Destination and Workforce Development
- CFO and Executive Director, Corporate Services
- Manager, Executive Office

Relates to:

- All Deputy Ministers of the Government of Saskatchewan
- Other senior Government of Saskatchewan officials
- Provincial counterparts from other Canadian provinces
- Federal tourism peers
- Destination Marketing Organizations and City Marketing Organizations in Saskatchewan
- Saskatchewan tourism leaders
- Saskatchewan tourism businesses



General

There are a number of critical attributes required for this role including strong leadership skills, intellectual depth, technical competence, the ability to think strategically and to build strong relationships at the executive level within government and with key stakeholders.

The ideal candidate will possess the requirements listed below.

Education/Experience

- A Bachelor's degree in Public Administration, Business Administration or a related discipline.
- A minimum of 15 years' of progressively more responsible senior management experience in a complex, public sector environment.
- Equivalent combinations of education and/or experience will be considered.
- Experience working with a Board of Directors.
- Knowledge of and passion for tourism.

Skills, Knowledge and Experience

- A strategic and visionary thinker with the ability to provide effective, progressive advice to elected officials.
- Has the charisma, energy, and enthusiasm to lead an industry and the intelligence, creativity, and strategic abilities to get the job done.
- Able to work with government(s) as a key partner. Understands that Tourism Saskatchewan has an important role to play in advancing the Government of Saskatchewan's Growth Plan.

- The presence, integrity and credibility to generate respect and trust among, and relate effectively to, the many diverse people and organizations with an interest in the tourism industry.
- Excellent knowledge of the policies and processes of government, legislative requirements, partner groups and stakeholders.
- Strong leadership and interpersonal skills are essential to this role and for the promotion and development of public relations and partnership objectives.
- Establishes goals and achieves results.
- Works effectively and productively in a collaborative environment.
- A proactive and positive team player who leads by example and encourages and supports the contribution of others.
- Excellent communication skills with the ability to synthesize issues and convey ideas clearly and succinctly and in diverse and challenging environments.
- Successful in leading significant change in a complex organization.
- Strong planning and organizational skills with the ability to oversee a wide range of operations and projects.
- Strong financial acumen, fiscally responsible and a strong sense of accountability for the effective utilization of public resources.
- Strong relationship and interpersonal skills with the ability to build relationships and develop/maintain partnerships.
- A passionate advocate and compelling communicator – dynamic and articulate.
- A highly credible leader who provides clear direction, inspires confidence and garners respect.
- Operates with transparency and with the utmost integrity.
- Diplomatic, with strong influencing, consensus-building, and negotiating skills.
- Inspiring, engaging leader with the ability to motivate others.
- Highly adept at change management; demonstrates the ability to keep people engaged and energized throughout the change process. Has a track record of developing and maintaining a high-performance culture.
- A team builder who can maximize resources and unite a team under a common, shared vision.
- Resilient. Has the energy, drive, and fortitude to move an organization forward particularly in challenging environments.
- Results oriented, data-driven, and takes a proactive approach.
- Approachable and personable.

Application Process



How to Apply

Application for this position should include:

- A cover letter – briefly outlining how your previous education and experience align with the position and what you will bring to the role;
- A full resume that includes:
 - Full name, address, daytime and evening phone numbers and email address
 - Present and/or previous employment roles
 - Details of your education and training
 - Any other relevant information such as volunteer work, boards or committees, or other community or leadership involvement

Applications should be sent, in confidence, by mail or email to:

Tourism Saskatchewan Board Selection Committee

c/o Joan MacPhail, Director, Human Resources

189-1621 Albert Street, Regina, SK S4P 2S5

Joan.MacPhail@tourismsask.com