

## Open to The Public Manager, Research & Analytics

### Tourism PEI Department of Fisheries, Tourism, Sport and Culture Location - Charlottetown

#### Full-Time Excluded Position

The [Department of Fisheries, Tourism, Sport and Culture](#) is committed to Equity, Diversity, Inclusion and Accessibility. Our goal is to build a public sector workforce that reflects the diverse communities we serve and to promote welcoming, diverse, inclusive, respectful workplaces that are accessible to all. We welcome all interested individuals including Indigenous People, persons with disabilities, Black, racialized, ethnic and culturally diverse groups, as well as people regardless of their sexual orientation, gender identities, and gender expressions. Those looking for more information are invited to visit our [Diversity & Inclusion Policy](#).

This is a senior-level position, accountable to the Director of Research and Engagement. The position will oversee and direct Tourism PEI's Research and Analytics business unit and will be responsible for the management of technology and information platforms, the collection, analysis, and reporting of tourism industry and marketing-related data, and the evaluation of programs and activities within the department. This position will be responsible for leading priority initiatives for the department, collaborating on intra and interdepartmental working groups, FPT groups, and with external stakeholders.

Duties include but are not limited to:

- Provides advice and recommendations, together with appropriate analysis, assessment, and evaluation to senior management to inform tourism investment, performance management, and program delivery decisions;
- Leads the development and management of requests for proposals, Federal-Provincial agreements, and the negotiation of contracts and MOU's, and works with Legal and Risk Management to oversee the development and enforcement of professional services contracts;
- Manages projects and initiatives outlined in PEI's tourism strategy and Tourism PEI's work plan, and corporate research initiatives on market trends, consumer behaviour/preferences and economic impacts, as well as the ongoing collection and analysis of industry indicators including occupancy reports, traffic activity and visitation;
- Plans and participates in meetings, seminars, and conferences to discuss and/or present strategic planning, research, performance measurement, and other relevant subject matter;
- Undertakes and oversees comprehensive jurisdictional scans, literature reviews and analysis of issues, trends, policies, and processes related to tourism economic, policy, and program delivery matters;
- Provides support to the Director in preparing management reports and with the administrative functions of TPEI's Board of Directors, federal/provincial/territorial and industry committees, and departmental operations;
- Conducts complex financial and strategic analysis of programs, processes, and services ensuring that budgetary, financial, administrative, and human resource issues are considered, and provides insight and participates in the development, implementation, and continual improvement of strategic planning, performance measurement and evaluation procedures for the department;
- Manages the identification, procurement, and use of business intelligence tools;
- Manages and oversees an industry-facing website for the effective dissemination of important program, research, and industry-facing information;
- Administers sectional HR activities; and
- other related duties as required.

#### Minimum Qualifications:

- A University degree in business administration or related discipline
- [Demonstrated equivalencies will be considered.](#)
- Extensive experience managing people and leading teams
- Considerable experience working collaboratively with a variety of stakeholders (e.g., government, private industry, non-profits, etc.); and conducting analysis and research to inform strategy and business/organizational planning
- Experience in strategic planning, policy development, and program evaluation; and managing and leading projects and project-based teams
- Strong interpersonal skills and the ability to maintain collaborative working relationships with stakeholders and partners
- Ability to consistently demonstrate initiative, professional judgment, political sensitivity, and a strong results orientation, and to organize, plan, and think strategically
- Strong oral and written communication skills, and ability to function independently as well as lead and contribute effectively within a team environment

#### Other Qualifications:

- A graduate degree in a related program is an asset.
- An ability to work comfortably in a complex and changing environment.
- Knowledge of legislative interpretation, public policy and of the tourism industry considered an asset.

**Please Note: Please ensure the application clearly demonstrates how you meet the noted qualifications as applicants will be screened based on the information provided. The successful candidate will be the only individual receiving written notification of competition results. The "Notification of Successful Candidates" list posted on the Employment Opportunity board will serve to inform all other applicants of competition results.**

**This competition may be used to fill future job vacancies.**

**Salary Range:** \$42.05 - \$52.56 per hour (Level 21 Excluded) (\$81,998 - \$102,492 annually)  
**Bi-Weekly Hours:** 75 hours bi-weekly  
**Posting ID:** 162010-0324FTPO  
**Closing Date:** Friday, April 12, 2024 5:00 p.m.

Where possible, submitting an electronic resume or job application is preferred. Otherwise, please return application forms to the PEI Public Service Commission, P.O. Box 2000, Charlottetown, Prince Edward Island, CIA 7N8. Applications may be sent by fax to (902)368-4383. **DUE TO THE FACT THAT RECEIPT OF APPLICATIONS BY FAX CANNOT BE GUARANTEED, APPLICANTS TRANSMITTING THEIR APPLICATIONS BY FAX MAY WISH TO CONFIRM RECEIPT BY TELEPHONE OR IN PERSON PRIOR TO THE CLOSING DATE.** Please ensure that the appropriate Posting I.D. number is stated on all application forms. You can apply online or obtain an application form by visiting our web site at [www.jobspei.ca](http://www.jobspei.ca). Forms may also be obtained by contacting any PEI Government Office, ACCESS PEI Centre, Regional Services Centre, or by telephoning 368-4080.