



Where ideas work

**Assistant Deputy Minister, Tourism
Ministry of Tourism, Arts and Culture
Victoria**

The Ministry of Tourism, Arts and Culture vision is *“a province where citizens embrace participation, celebrate excellence and maximize social and economic benefits from tourism, sport and the arts.”* The Ministry works to create partnerships to foster sustainable tourism, sport and arts sectors and creative, vibrant communities in British Columbia where people want to visit and invest.

The Ministry of Tourism, Arts and Culture collaborates with its clients, stakeholders and partners to continuously improve policies, services and products to assist government in achieving its goals for the future. The Ministry’s responsibilities encompass the development and implementation of strategies, programs, facilities, policies and programs for the following areas: Recreation, Sport, Tourism, Resort Development, Heritage, Arts, Culture, Archaeology and Films.

The Assistant Deputy Minister (ADM), Tourism influences the strategic and collective direction of diverse and varied provincial programs to facilitate significant growth of tourism visitation, revenues, businesses and facilities, and product diversification in concert with a wide array of local, provincial, national and international partners and stakeholders. The position represents the province at national and international forums to promote tourism in BC; and provides strategic leadership, development, implementation and evaluation of designated program(s) to ensure alignment with the Government’s visions, strategies, plans and goals.

The ideal candidate will possess a University degree, post graduate degree preferred, has considerable experience in a leadership role in a large performance-focused organization; leading change in a complex setting; and leading a diverse, multi-disciplinary, professional staff. Other required qualifications include experience developing, evaluating and implementing strategic and operational policy; knowledge of the public policy and economic issues related to tourism and resort development in the province of British Columbia; and a demonstrated ability to manage organizational change.

Success in this role involves the ability to communicate effectively and collaborate strategically with numerous diverse groups and stakeholders. You are a visionary team leader with a commitment to create, support and build a culture of trust, integrity and creative thinking to support an innovative working environment and enable staff to achieve results and build organizational capacity for the future. Please review the Qualifications and Experience in the job profile below for more information.

To express your interest in this opportunity, please email your cover letter and resume to Executive.Recruitment@gov.bc.ca by September 13, 2017.

The appointee will be required to consent to a criminal record check. Thank you to all who express interest.

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Overview

The mission of the Ministry of Tourism, Arts and Culture is to integrate the job creating capacity of the tourism sector with the vibrant arts, culture and sport sector to promote British Columbia for residents, visitors and investors. The ministry's work supports welcoming, inclusive communities that value diversity and broad opportunities for participation in sports, cultural activities and the arts.

The Ministry is a customer-focused organization with its sights set on services needed for public excellence. The Ministry of Tourism, Arts and Culture collaborates with its clients, stakeholders and partners to continuously improve policies, services and products to assist government in achieving its goals for the future. The Ministry's responsibilities encompass the development and implementation of strategies, programs, facilities, policies and programs for the following areas: Tourism, Resort Development, Heritage, Arts, Culture, Archaeology and Films. The Ministry is also responsible for supporting volunteers.

Program & Position

The Assistant Deputy Minister (ADM), Tourism influences the strategic and collective direction of diverse and varied provincial programs to facilitate significant growth of tourism visitation, revenues, businesses and facilities, and product diversification in concert with a wide array of local, provincial, national and international partners and stakeholders. The position represents the province at national and international forums to promote tourism in BC; and provides strategic leadership, development, implementation and evaluation of designated program(s) to ensure alignment with the government's visions, strategies, plans and goals.

The ADM is accountable for strategic leadership, development, implementation and evaluation of the designated program(s) to ensure alignment with the Government's visions, strategies, plans and goals. The ADM is a member of the Ministry's senior leadership team and exercises the Deputy Minister's decision-making authority with respect to all assigned services and programs. As a member of the leadership team, the ADM applies a corporate perspective to the Ministry's business and service plans, provides management oversight, assesses risk strategies, and regularly reports on accomplishments, objectives and goals.

This executive position provides leadership and strategic direction and is accountable for the effective interface with executives and officials in other ministries and other jurisdictions, including other levels of government and public and a multitude of private sector organizations and crown corporations. Stakeholders include: provincial ministries, external agencies, non-profit boards and councils, unions, resort developers, adventure tourism operators, tourism associations, industry associations, destination marketing organizations, private land owners, First Nations and the general public.

Position links include: the Premier and Minister(s); Deputy Minister and ministry executive; central agencies (e.g. Treasury Board, Crown Agencies Secretariat); Destination BC, Creative BC ; public and private organizations (e.g. Canada West Ski Areas Association, Council of Tourism Associations, Wilderness Tourism Association, BC Freshwater Fisheries Society); provincial, federal and local governments; public outdoor recreation groups and environmental

organizations; and other ministries (e.g. Ministry of Environment and Climate Change Strategy and the Ministry of Agriculture).

Accountabilities / Responsibilities

1. Participates in the corporate management of the Ministry; provides sound advice and recommendations to the Minister and Deputy Minister; represents the Minister or Deputy Minister in committees, public forums and with the media.
2. Leads the strategic planning processes of the division; develops policies and programs to influence and respond to changes in legislation, program research, public opinion, and fiscal realities; monitors the management of performance indicators relative to resource allocation; promotes compliance with legislation, policies, standards and architectures by reviewing Ministry plans to ensure strategic alignment.
3. Approves standards, policies and procedures governing division operations; develops and implements long-term goals and strategies in support of government's vision and the Ministry's goals and strategic direction; creates clear linkages between current actions and long-term goals; generates organizational commitment to the vision and to action that is aligned with government's direction.
4. Provides a provincial and national leadership role to major tourism organizations through the development of a comprehensive management plan that leads to enhanced service information and networks required for the management of core services; and ensures services meet partner and stakeholder needs.
5. Leads organizational innovation and change and designs organizational structure responsive to changing conditions in the tourism and resort development sector; supports the development and engagement of staff; builds, develops and manages teams and work groups.
6. Provides leadership and supports operational effectiveness by nurturing beneficial links with other parts of the Ministry, other ministries, other jurisdictions, unions, corporate and non-profit organizations; collaborates across internal and external organizational boundaries to meet common objectives, mechanisms and approaches and ensure business successes; provides a leadership role to provincial and national counterparts in the exploration of information and technology sharing initiatives and establishment of partnerships.
7. Promotes private sector partnerships in the development, delivery and support of tourism policy, program and planning, sector and resort development, and forest-based recreation facilities and services; ensures the establishment and management of valid service delivery agreements and contracts; leads the establishment and development of objective performance measurements; promotes stewardship and management initiatives for stakeholders; and ensures implementation of quality standards.
8. Acts as executive representative in national and international forums to promote tourism and resorts while ensuring programs and initiatives meet the needs of British Columbians, partners and stakeholders.
9. Leads the development of unique packages to accommodate First Nations rights and title interests in connection with the approval and development of major tourism facilities and businesses on both Crown and private land.
10. Leads the development of new strategies to promote fish and wildlife based recreation opportunities in BC.
11. Oversee the statutory responsibility of the BC Athletics Commission.

Qualifications

- University degree, post-graduate degree preferred, considerable experience in a leadership role in a large performance-focused organization; leading change in a complex setting; and leading a diverse, multi-disciplinary, professional staff or a combination of experience and education.
- Experience developing, evaluating and implementing strategic and operational policy; representing the organization; and a proven record developing effective working relationships and partnerships with internal and external stakeholders. Knowledge of the public policy and economic issues preferred experience related to tourism and resort development.
- Demonstrated ability to manage organizational change; coach, mentor and engage others in a culture committed to best practices, continuous learning, innovation, and quality of work life. Ability to set priorities, effectively allocate resources, anticipate needs, and think outside the box with the courage to innovate.
- Demonstrated record of functioning as a team player at an executive level while also having built and led successful teams.

Competencies

To achieve government's **Vision**, ADMs must position and structure their organization to maximize its effectiveness. ADMs practice **Strategic Thinking** in translating the vision to goals and strategies, and support their accomplishment through facilitation and leading change.

In **Stakeholder Relationships**, ADMs ensure that they are enhancing the organization's relationships with external partners and stakeholders. This includes building strategic alliances, managing conflicts, negotiating effectively, and effectively communicating ideas, analyses and proposals to stakeholders.

ADMs model **Integrity and Authenticity**, building a culture of trust, integrity, risk taking and creative thinking in the organization through demonstrating personal integrity, using feedback to self-improve, following through on commitments and acting consistently with the espoused values and culture of the organization.

In **Leading People**, ADMs must motivate, empower and lead employees to accomplish goals and objectives, rewarding high performance, promoting empowerment and developing their employees, providing opportunities for growth, and managing issues with their organization.