

## **JOB DESCRIPTION**

**POSITION TITLE:** Destination Development Manager  
**DEPARTMENT:** Destination Development  
**REPORTS TO:** Director, Community Engagement

## **ABOUT DESTINATION TORONTO**

Toronto's visitor economy is a vital economic engine for the city, with a record 28.2 million visitors generating over \$9 billion in visitor spending in 2025. Destination Toronto's purpose is to ignite the city's visitor economy to enrich and empower its communities. Operating in partnership with the City of Toronto and the tourism and hospitality community, Destination Toronto promotes the city to attract visitors and major meetings and events, and supports local businesses in maximizing the opportunities of the visitor economy. For more information, please visit [DestinationToronto.com](https://www.destinationtoronto.com).

## **ROLE SUMMARY**

The Destination Development Manager plays a key role in advancing Destination Toronto's strategic priorities by coordinating destination development initiatives and stakeholders to support long-term economic, environmental, social, and cultural benefits for Toronto.

The position also plays a key role in strengthening the visitor experience by collaborating with municipal partners, industry stakeholders, and community organizations to address destination priorities, including but not limited to accessibility, mobility, safety, sense of welcome, and the vibrancy of Toronto's public spaces.

Reporting to the Director, Community Engagement, the role leads the coordination, tracking, and reporting of Master Plan initiatives, ensuring alignment across internal teams and external partners.

In addition, the role manages social impact and sustainability initiatives, including legacy and industry certification programs, and supports initiatives that advance responsible tourism and community impact. Working collaboratively across Destination Toronto and with external partners, the Destination Development Manager helps ensure that destination development initiatives support a thriving, sustainable, and inclusive visitor economy.

## **CORE RESPONSIBILITIES**

### **Destination Development and Master Plan Implementation**

- Support the implementation of Destination Toronto's Destination Master Plan by coordinating internal and external stakeholders responsible for advancing priority actions.
- Maintain tracking systems, monitor progress on Master Plan initiatives, ensuring key activities and milestones are documented and communicated internally.

- Coordinate engagement with industry partners, community organizations, city divisions, and government stakeholders involved in implementing destination development initiatives. Report on Master Plan progress and outcomes, supporting internal planning and organizational reporting.
- Support destination enhancement initiatives by conducting research, coordinating stakeholder input, and assisting in the development of proposals and project plans.
- Maintain awareness of destination development practices and initiatives across Canada and internationally to inform best practices and opportunities for Toronto.

### **Visitor Experience & Destination Collaboration**

- Collaborate with municipal partners, industry stakeholders, and community organizations to support initiatives that enhance Toronto's visitor experience and overall destination appeal.
- Support destination improvement advocacy efforts related to accessibility, mobility, safety, and sense of welcome, working in collaboration with municipal partners and industry stakeholders.
- Share visitor insights, industry perspectives, and destination data with partners to inform destination initiatives and planning activities.
- Participate in cross-sector discussions related to destination development and visitor experience priorities.
- Work with internal teams to ensure visitor insights inform destination initiatives, industry engagement, and visitor-facing information.

### **Social Impact & Sustainability**

- Manage Destination Toronto's Social Impact & Sustainability initiatives, supporting programs that advance community engagement and responsible tourism practices.
- Coordinate relationships with charitable organizations and support the delivery of charitable initiatives aligned with organizational priorities.
- Oversee the Relax, Recharge, Renew (RRR) program, including coordinating program partners, managing program logistics and budgets, and supporting staff volunteer participation.
- Develop and implement legacy initiatives tied to business events and major programs, in collaboration with internal and external partners, to create long-lasting economic, environmental, social, and cultural benefits.
- Support Indigenous reconciliation-focused initiatives and partnerships as part of Destination Toronto's broader CSR and community engagement efforts.
- Lead the administration of the certification badge program, including reviewing program criteria, validating submissions, and coordinating approvals.
- Support initiatives that promote accessibility and inclusive tourism practices in collaboration with industry partners and relevant programs.
- Support the tracking and reporting of impact metrics related to social impact, sustainability, and community initiatives.

### **Academic Outreach and Workforce**

- Build and maintain relationships with hospitality and tourism programs at local universities and colleges to strengthen connections between the industry and Toronto's future tourism workforce.
- Coordinate engagement opportunities for students and faculty through Destination Toronto programs, events, and industry initiatives.
- Act as a liaison between the tourism sector and educational institutions to support workforce development initiatives and enhance industry competitiveness.

## **KNOWLEDGE**

- Understanding of destination development principles, including sustainability, community engagement, and tourism planning.
- Knowledge of stakeholder engagement practices and partnership development within a tourism or community development context.
- Familiarity with destination management organizations, tourism industry structures, and public-sector collaboration.
- Understanding of sustainability and corporate social responsibility practices within tourism or related sectors.

## **ABILITIES, SKILLS, AND COMPETENCIES**

- Strong stakeholder relationship management skills with the ability to engage effectively with industry partners, community organizations, government representatives, and academic institutions.
- Strong analytical and research skills with the ability to synthesize information and identify opportunities to strengthen destination initiatives.
- Excellent written and verbal communication skills.
- Strong organizational and project management skills with the ability to manage multiple initiatives and deadlines.
- Ability to collaborate effectively across internal teams and external partners.
- Comfortable facilitating discussions and coordinating multi-stakeholder initiatives.
- Ability to support program development, implementation, and continuous improvement.

## **EDUCATION**

Post-secondary education in tourism management, urban planning, business administration, public policy, sustainability, communications, or a related field, or an acceptable combination of education, training, and experience.

## **EXPERIENCE**

- 5+ years of progressive experience in one or more of the following areas: destination development, tourism program management, stakeholder engagement, sustainability initiatives, or related fields.
- Experience coordinating multi-stakeholder initiatives involving industry, government, and community partners.
- Experience managing programs or initiatives related to sustainability, community engagement, or destination development.
- Experience working with academic institutions, community organizations, or industry associations is an asset.
- Experience supporting strategic initiatives or implementation of long-term plans is an asset.

### **APPLICATION DETAILS**

Please send your resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of Destination Development Manager" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We are committed to equitable hiring practices. Please note that as part of our recruitment process, we may use automated tools to screen resumes for qualifications and relevant experience. Human oversight is maintained throughout the selection process to ensure fairness and transparency.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.

This position reflects a current vacancy.

**Compensation: \$83,000**