

Toronto's visitor economy is a vital and important sector of Toronto's overall economic engine, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Working closely with the private sector and various governments, Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture and to grow the impact of the Visitor Economy by inspiring residents and visitors to meet, visit and explore our city.

## **JOB DESCRIPTION**

**POSITION TITLE:** Director, Industry and Partner Relations  
**DEPARTMENT:** Destination Development  
**REPORTS TO:** EVP, Destination Development  
**DIRECT REPORTS:** 2  
**UPDATED:** May, 2022

## **ROLE SUMMARY**

The Director, Industry and Partner Relations is a key organizational leader focused on driving greater cooperation and engagement with tourism and hospitality businesses and stakeholders in our industry and also strengthening connections to business sectors and stakeholders throughout the broader economy. Industry and Partner Relations strategies are guided by input and direction from the Community Engagement Committee and have a significant impact on our organization's cooperative sales and marketing strategies and tools used to grow the impact of visitor spending in the tourism and hospitality industry.

Key pillars of our Industry and Partner Relations strategy include a suite of joint sales and marketing opportunities that help businesses maximize the opportunities of the visitor economy; membership sales, service and retention; and active collaboration and advocacy with economic development stakeholders to help shape the business environment in which the visitor economy operates and excels.

## **CORE RESPONSIBILITIES**

### ***Industry and Partner Relations Leadership***

- Develop an annual Industry and Partner Relations Plan, setting out the objectives for the industry and partner relations strategy and a path to achieve them. This plan should be based on internal and external consultation and closely aligned to the pillars and objectives of the organizational Business Plan.
- Work with other organization leaders, including the EVP DD and CEO to ensure key committees and the Board are consulted and informed on the plans, progress and results of Industry and Partner Relations Initiatives.
- Deliver ongoing content ideas and substance for the Terminal and Terminal 2 stakeholder channels, as well as internal channels including Pulse newsletter and the Intranet.
- Provide direction and leadership on key member and partner events, including AGM, and Business Outlook Forum, working closely with the event planner and other peers on logistics and the leadership team on content.
- Represent DT at events and on committees to cultivate deeper relationships, awareness of DT and the visitor economy, and to sustain a high level of Industry connectivity.

- Develop and motivate team talent through meaningful supervision and feedback, development plans and ongoing learning. When appropriate, recruit effectively to acquire and integrate new talent.
- Manage the Industry and Partner Relations budget, including revenue goals, through planning, tracking and active management to ensure efficient, effective and responsible use of the organization's resources.
- Serve on the organization's Leadership Team that provides broad organizational leadership and alignment.

### **Membership and Partnership**

- Lead strategic development of the monetization opportunities, and partner potential of our content hub and associated revenue opportunities for our members, partners and industry.
- Establish performance metrics and targets for all programs, and maintain accurate and timely tracking and reporting of metrics. Actively leverage learnings from metrics to refine and calibrate program structure and delivery to maximize the achievement of established performance targets and overall program goals.
- Serve as principal liaison with external sales team for digital advertising, establishing sales goals, tracking and reporting progress, facilitating contacts and outreach to local businesses
- Work closely with the Global Marketing team to ensure execution and delivery of partner marketing programs and facilitate reporting to partners on results
- Collaborate closely with the Director, Community Engagement, to leverage monetization opportunities through key community engagement programs and initiatives, including NowPlayingToronto and the suite of passes
- Develop and implement member attraction, servicing and retention strategies, delivering on annual membership and revenue goals
- Execute annual membership survey and ensure ongoing calibration of membership program to align with feedback from members and the Community Engagement Committee, and with the objectives of the Annual Business Plan

### **Economic Development and Advocacy**

- In close collaboration with the EVPDD and CEO, support execution of *Toronto Inc* initiatives alongside the Toronto Region Board of Trade and Toronto Global as well as other economic and community development partners, including the City of Toronto EDC.
- Support development, execution and reporting of the organization's advocacy strategy, including developing and maintaining key government relations reports and documents (such as presentations to City Council and budget submissions)
- Maintain and share current and accurate knowledge of key policies affecting the sector and open, consistent communication channels with key advocacy partner organizations including TIAO, TIAC, and others
- Retain and provide direction to government relations consultants as appropriate to ensure impactful execution of the advocacy strategy
- Work closely with the Sr. Communications Manager to leverage media relations as a key tool in advocacy
- Research and develop statements, fact sheets, letters and other tools used in advocacy efforts

### **KNOWLEDGE, SKILLS AND COMPETENCIES**

- Seven+ years of related experience in economic development and/or association management
- A record of driving revenue and delivering tangible results aligned to annual goals

- Strong understanding of the local and provincial business and government environment, and an ability to identify and connect issues important to the visitor economy with broader economic, political and community issues
- Experience in government and stakeholder relations
- An understanding of the tourism and meetings sector (including issues that impact the visitor economy including consumer travel, meetings, incentive and travel trade business) is an asset
- Experience working in an environment of diverse and complex stakeholders, including both the private and public sectors
- Skilled internal/external collaborator and communicator with excellent interpersonal skills and the ability to build and maintain strong relationships
- Strong project management skills including the ability to multitask, problem-solve, prioritize, and create systems and processes to execute and evaluate programs
- Strong presentation skills, and understanding of tools and techniques (e.g. slide presentations, multimedia tools etc.)
- Demonstrated ability to work under pressure and meet tight deadlines
- A self-starter and team player, who enjoys collaboration
- A passion for Toronto

### **Languages**

- English essential

### **How to Apply**

Please send your resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of “Director, Partner & Industry Relations” 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 thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.