



External job posting

Position: Manager, Research and Performance

Department: Insights

Position summary

Reporting to the Director, Insights, the Manager, Research and Performance is responsible for managing and delivering tourism research priorities consistent with supporting Alberta's tourism strategy and operational plan. The position is responsible for identifying program (research) gaps, opportunities and developing solutions to complex issues while balancing the needs of multiple tourism stakeholders. Primary responsibilities include preparing an annual research service plan with business performance metrics, undertaking forward-looking and performance measurement research, analysis and interpretation of tourism statistics and related data. Working collaboratively with lines of business across Travel Alberta and other key tourism stakeholders, the manager will also work on research initiatives that will support timely and effective business decision-making for Alberta's tourism industry stakeholders.

The manager is an expert in tourism research (including statistical analysis and the development of quantitative and qualitative research studies) and is accountable for the provision of consistent, reliable tourism information to Travel Alberta and the broader tourism industry, as well as supporting the industry in their research needs.

What you need

Your dedication and passion have taken your career to this point, and now it is time to advance to a new level by stepping into Travel Alberta's exciting working environment. Here are the qualifications required to be successful in this role:

- Minimum of master's degree in economics, business administration or equivalent and a minimum of 10 years' experience in tourism market research and data management
- Detailed knowledge of tourism market data sources relevant to Alberta
- Detailed knowledge of market research techniques used to collect and analyze quantitative and qualitative information and their specific application in tourism
- Thorough understanding of the tourism industry in Alberta and its markets, the variety of sectors and businesses that comprise the industry and their unique challenges
- Proficient with MS Office and statistical analysis software
- Thorough understanding of the market research needs of the industry and the market information and alternatives available to meet those needs
- Strong ability to manage and coordinate the data gathering process and apply appropriate research methodologies to meet information and data requirements of key clients
- Project management and leadership skills to lead cross-government and cross-Canada projects
- Sound organizational and time management skills to handle several high-priority projects at the same time
- Well-developed communication skills to lead discussions and facilitate consensus, as well as to communicate complicated tourism-related concepts and corresponding statistics related to concepts

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- Strong written and presentation skills

What you'll do

- Lead the development of performance measures and targets used by Travel Alberta to measure its business performance and industry health.
- Participate in the design and development of marketing performance measures and targets
- Build statistical, descriptive and forecast models to support experimentation that are easily understood and operationalized.
- Conduct statistical analysis and hypothesis testing to improve forecasting, targeting and performance measurement.
- Meet with key clients to obtain a thorough understanding of information/data requirements, then develop an action plan to gather information, prepare a request for proposal, manage contracted projects and ensure that the relevant information is obtained and communicated to the industry.
- Clarify the research requirements of Travel Alberta and the tourism industry and translate the needs into a practical, focused research program that meets the broader requirements of the industry. With limited resources available for tourism research, competing demands within the industry must be reconciled.
- Provide coaching and education for TA team members and industry partners on research and performance measurement best practices.
- Establish an Alberta tourism research group made up of a cross-section of industry partners with the purpose of influencing alignment, identifying partnering opportunities and sharing tourism data and research.
- Develop and monitor project budgets and evaluate deliverables in accordance with established project scope.
- Work with senior leaders at Travel Alberta to examine current research framework/practices including research processes (relating to data collection, analysis and dissemination), methodology, tools (including surveys, forms, etc.) and the outputs of research (reports, etc.) to ensure up-to-date best practices are used.
- Implement tourism research projects that are undertaken in house and by third-party vendors including sourcing and designing data collection tools: surveys, evaluation forms, interview and focus group guides, secondary data sources, project tracking and monitoring spreadsheets.
- Collect, clean and analyze performance data to measure outcomes, identify trends and determine gaps, provide key insights and implications concerning tourism management and development.
- Develop, create and facilitate presentations to convey evaluation results.
- Advocate for Alberta's interests on national surveys (e.g. Statistics Canada, Destination Canada) and committees.
- Reconcile the differing data needs and objectives of Destination Canada, Alberta, other provinces and Statistics Canada.

Other information

This position is based in Calgary, Alberta
Employment status: Full-time permanent



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This position offers an excellent benefits package with Sun Life Financial, including extended health and dental coverage, life insurance, travel insurance, long-term disability and a flexible spending account. This individual will also participate in a defined benefit plan with the Management Employees Pension Plan (MEPP), have free and confidential access to Sun Life's RightDirections Employee Assistance Program (EAP) and be a part of Travel Alberta's learning and development program to support career development.

Closing date: July 20, 2021

If you have the qualifications to succeed in this role, submit a **cover letter, resume and your salary expectations, with the title in the subject line of your email to careers@travelalberta.com**. If applicable, please indicate the name of the Travel Alberta team member who referred you to this role.

If you need an accommodation in the recruitment process, please let us know.

About Travel Alberta

Tourism is a major driver of Alberta's economy. And it's not just front-line tourism businesses that play a role. A diverse range of industries and jobs across the province benefit from travellers who come to Alberta.

[Travel Alberta](#) is the destination management organization of the Government of Alberta. We promote Alberta as a desirable place to travel, live, work, play, invest and learn. Working with businesses throughout the province, we capitalize on Alberta's breathtaking landscapes and world-class hospitality to develop memorable experiences for visitors to enjoy, in all regions, year-round. Our work directly and indirectly benefits our province, driving visitation and revenue, diversifying the economy, providing jobs, encouraging economic investment, and enhancing quality of life for Albertans and their communities.

Established as a Crown corporation on April 1, 2009, we operate under the authority of the Travel Alberta Act within the Ministry of Jobs, Economy and Innovation.

To learn more about Travel Alberta's strategy and programs visit industry.travelalberta.com.

If you're passionate about helping this province prosper and want to be part of an award-winning organization with strong corporate values, energetic team members and a great culture, Travel Alberta is the destination for you.

We wish to express our appreciation to all applicants for their interest and advise that only candidates selected for an interview will be contacted. Any personal information submitted will be managed with the strictest of confidentiality.