



Destination Sustainability Officer

16-Month Contract – Mid-Level, Full-Time

Hybrid Work Model

Closing Date: July 04, 2024

Salary: \$25.00 to \$28.00 hourly rate, dependent on experience (16-month contract) – 35 hour work week

Project Start Date: August 01, 2024

Reporting to: Manager, Business and Visitor Experiences Development

Organization and Position Overview:

Hamilton Halton Brant Regional Tourism Association (HHBRTA) is an independent, industry-led, not-for-profit organization. With the financial support of Ontario's Ministry of Tourism, Culture and Sport, we actively promote tourism for the Hamilton Halton Brant region and work to support and grow the tourism industry through destination stewardship and innovation.

VISION

The Heart of Ontario, which includes Hamilton, Burlington, Oakville, Halton Hills, Milton, Brant, Brantford, Six Nations of the Grand River Territory, and the Mississauga's of the Credit First Nation, is a region of choice whose destination make up a tourism ecosystem that supports the flourishing of our visitor economy, communities, and environment.

As an organization, we function in partnership with established and recognized tourism and economic development organizations, other industry stakeholders, and influencers within the region and beyond; and continually move forward in a spirit of collaboration.

MISSION

We are a leader and innovator working to steward a regional destination into the future. Through our programs and services, collaborations with partners, and strong connections, we support a breadth and diversity of local, regional, and pan-regional stakeholders in harnessing the value that tourism can bring to our destinations.

GOALS

Increasing the proportion of overnight visitors; increasing the number of same day visitors and increasing the yield per visitor. This will be done with an increasing sustainable and regenerative tourism lens.

HHBRTA recently completed a new three-year Strategic Plan for Regional Tourism Development (<https://hamiltonhaltonbrant.com/2024-2026-hhbarta-strategic-plan-for-regional-tourism-development/>). As we move forward with the implementation of this plan, the organization is steadfast and focused on destination stewardship and destination sustainability priorities in collaboration with regional stakeholders. To learn more about our organization, visit www.hamiltonhaltonbrant.com

Primary Responsibilities:

The Destination Sustainability Officer will support the Manager, Business and Visitor Experiences Development to develop and assisting in a number of initiatives, including:

- Work with the Destination Sustainability Stakeholder Committee to achieve various benchmarks, including:
 - implementation of the Destination Sustainability Action Plan
 - actioning results of the Destination Sustainability Survey
 - implementation of the Destination Sustainability Marketing Plan
 - development of the Destination Visitor Pledge and Promise
 - development of Destination Sustainability Toolkits that support tourism industry and sectors
 - align work efforts with the organization's 3-year Regional Tourism Strategy
 - identify other opportunities in relation to sustainability and regenerative tourism

- Planning and development of a range of new learning, training and coaching content and resources that will help tourism operators and other regional stakeholders learn:
 - why they should be interested in destination sustainability
 - what destination sustainability is and how it applies to them
 - how they can adopt sustainability practices for the benefit of their businesses and the destination
 - how to develop new tourism products and experiences following destination sustainability practices that will attract desirable visitors
 - other toolkits in sustainability product development as required

- Liaise with tourism stakeholders, encourage and support destination sustainability through various activities and engagement.
 - identify gaps and opportunities for destination stewardship in sustainable and regenerative development
 - ensure industry operators are aware and encouraged to uptake in tourism programs and initiatives in that enhance opportunities and engagement in sustainability
 - support industry business operators in overall sustainability visitor-readiness

Knowledge, Skills, and Abilities:

- Bachelor's Degree in Tourism and Hospitality Management or other education and relevant fields an asset
- Proven project management experience
- Knowledge of the tourism industry, tourism operations
- Possesses an understanding of destination sustainability and/or exposure to other relevant sustainability projects or initiatives through education or practice
- Knowledge of tourism trends, development and marketing, as well as tourism research methodology
- Ability to work independent and collaboratively in a team environment
- Background in strategy implementation an asset
- Ability to communicate and work directly with diverse stakeholder groups

- Possess excellent verbal and written communication, interpersonal and presentation skills
- Understanding and experience using a CRM database
- Excellent organizational, planning, research and time management skills with the ability to prioritize and complete multiple tasks concurrently and handle a high volume of tasks
- Must have a valid Driver's License and access to a vehicle in the efforts to conducting field work and meeting with business operators and stakeholders, as needed
- Ability to work in the head office, located in Hamilton, Ontario, a minimum 2 days, weekly

HHBRTA's Commitment to Equity, Diversity & Inclusion

As an equal opportunity employer, we believe people are happier and perform best when they can be their true self, and that diverse teams deliver better results.

Together we will cultivate a diverse, equitable and inclusive environment, where everyone can flourish. We are committed to driving change through increasing awareness of, and counteracting, unconscious bias: building an inclusive culture, and embracing diversity in all its dimensions.

HHBRTA is committed to ensuring a work environment that is open, accessible, and inclusive, removing barriers for all individuals. We provide employment accommodation in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If you require accommodations/additional support to participate in the recruitment and selection process, kindly inform us. Our hiring team will work with you to provide suitable accommodations/additional in a timely and confidential manner. The information received will be handled with the utmost discretion.

We thank all candidates for their interest in this position however only those selected for an interview will be contacted.

Please apply with your resume or CV and cover letter to Bev Scott (she/her), Manager, Business and Visitor Experiences Development, bev.scott@theheartofontario.com