



# Travel Lakeland

Alberta's Lakeland  
Destination Management Organization (DMO)



October 6, 2025

### **Job Posting: Destination Development Project Manager (Contract)**

**Location:** Lakeland Region, Alberta (Remote work)

**Contract Type:** Independent Contractor Agreement

#### **About Travel Lakeland**

The Heart of the Lakeland Destination Marketing Association ("Travel Lakeland" or "DMO") is a dynamic organization dedicated to the growth of authentic, inclusive, and transformative tourism experiences. Our mission is to showcase those experiences along with Lakeland's natural beauty, diverse cultural heritage, and rich traditions. We are focused on building a strong foundation to support significant growth and long-term sustainability for both the Lakeland region and the DMO.

#### **Project Overview**

We are seeking a highly skilled and experienced **Destination Development Project Manager (Contract)** to support our Destination Development Plan.

The DMO is creating a Destination Development Plan (DDP) for the next 20 years. The contractor will support that project as project manager, regional liaison and resource to the DDP consultant. The Project Manager will also collaborate with our Operations Coordinator who is creating operational and organizational efficiencies and effectiveness.

The successful contractor will be instrumental in:

- Supporting the DDP consultant in data collection, analysis and understanding.

#### **Key Responsibilities**

The successful candidate will be responsible for a range of strategy development tasks.

- **Liaison to DDP Consultant:** support the approved consultant by providing Travel Lakeland data, information, situational awareness, and opportunities and threats.

- **Strategic Planning:** Support the DDP Consultant to develop comprehensive, actionable strategies for sustainable funding, membership growth and retention, human resources, and financial management.
- **Stakeholder Engagement:** Coordinate and facilitate discussions and consultations with the Travel Lakeland team, board members, and key stakeholders to ensure project buy-in and alignment for the DDP.

### **Qualifications & Experience**

The ideal candidate will possess a proven track record of success in similar roles, with the following qualifications:

- Minimum of 2-5 years of demonstrated expertise in **project management**.
- Experience in the **non-profit, tourism, or economic development sectors** is highly desirable.
- Strong situational awareness to report quickly to the DMO on DDP project concerns or issues.
- Exceptional communication and interpersonal skills, with the ability to work collaboratively and effectively with diverse stakeholders.
- Experience of and in the Lakeland region, demonstrating an understanding of the challenges and opportunities in the region.

### **Contract Details**

This is a project-based contract position ending June 2026. The consultant will be retained under an Independent Contractor Agreement for the duration of the project, with a clear scope of work and deliverables.

### **How to Apply**

Interested candidates are invited to submit the following:

1. A professional resume or curriculum vitae.
2. A cover letter outlining your relevant experience and why you are a good fit for this project.
3. A brief, high-level proposal (max 2 pages) detailing your proposed approach to the project's key objectives.
4. Compensation expectations.

Please submit your application to **adventure@travellakeland.ca** by **October 17, 2025**. We thank all applicants for their interest, however, only those selected for an interview will be contacted.