

## **Job Posting: Operations Coordinator (Contract)**

**Location:** Lakeland Region, Alberta (Hybrid/Remote work is a possibility for a qualified candidate)

**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 **Operations Coordinator (Contract)** to lead our current projects.

Two initiatives are included in this contract:

One, as part of a larger plan to enhance our effectiveness and efficiency, will focus on building the foundational elements of our organization. The primary objective is to create and implement a comprehensive sustainability plan by optimizing our systems, processes, and strategies for human resources, funding, membership, and financials.

Two, the DMO is creating a Destination Development Plan (DDP) for the next 20 years. The contractor will implement year 1 and 2 of that project and be a regional liaison and resource to the DDP consultant.

The successful contractor will be instrumental in:

- Improving our operational efficiency by creating streamlined policies and procedures.
- Enhancing resource allocation and financial stability.
- Establishing clear membership policies and benefits.
- Supporting the region's overall tourism development goals, including contributing to a more inclusive and equitable industry.
- Supporting the Destination Development Plan creation including the stakeholder collaboration efforts to engage in the plan's concepts.

- Implementing years 1 and 2 of the DDP action plan.
- Stewarding the DDP performance measures to assess achievements and to inform management and support strong decision making.

## **Key Responsibilities**

The successful candidate will be responsible for a range of strategic tasks, including but not limited to:

- **Administrative Support:** Handle administrative duties such as scheduling meetings, minutes, agendas, follow through, implementation, and day to day operations.
- **Organizational Analysis and System Implementation:** Conduct a thorough review of our current operational systems, policies, and procedures to identify areas for optimization. Recommend and implement new systems (processes, hardware, and software) to enhance efficiency and productivity.
- **Strategic Planning:** Research, develop and implement comprehensive actionable and long-term strategies for sustainable funding, membership growth and retention, human resources, and financial management.
- **Stakeholder and Operator Engagement:** Facilitate discussions and consultations with the Travel Lakeland team, board members, operators and key stakeholders to ensure project buy-in and alignment.
- **Documentation & Reporting:** Produce clear and detailed project status reports, including a final sustainability and implementation plan that provides a roadmap for long-term viability.
- **Project and Marketing & Communications Management:** Implement projects or tasks and document details, maintain timelines, track progress, and monitor budgets.
- **Gender Equity Integration:** Ensure strategies for hiring, entrepreneur support, and tourism practices reflect our commitment to gender equity as a core principle.

## **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 professional experience in **organizational development, strategic planning, or business process optimization.**

- Demonstrated expertise in **project management**, with the ability to manage a project from analysis to implementation.
- Experience in the **non-profit, tourism, or economic development sectors** is highly desirable.
- Strong analytical skills with the ability to translate complex data into clear, actionable strategies.
- Exceptional communication and interpersonal skills, with the ability to work collaboratively and effectively with diverse stakeholders.
- A firm understanding of the principles of **sustainability, financial management, and human resources**.
- Experience with **systems analysis and implementation** (software, hardware, or processes).
- Experience of and in the NE Lakelands, demonstrating an understanding of the challenges and opportunities in the region.

## **Contract Details**

This is a project-based contract position ending March 2028. The consultant will be retained under an Independent Contractor Agreement for the duration of the project, with a clear scope of work and deliverables. The project timeline is flexible and will be determined upon successful selection of a candidate.

## **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.