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Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka,
Parry Sound & South Algonquin
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EXPRESSION OF INTEREST: Economic Development Specialist

Established in 2010, Explorers' Edge (EE) is one of thirteen Regional Tourism Organizations (RTOs) representing stakeholders in the geographic areas of Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound and South Algonquin, Canada.

In 2018, EE undertook a massive **Product Development Research & Framework** study, which determined that an 'intangible gap' for the organization, for the industry, and for the natural product (the region's main draw) is sustainability. Since that study was released, sustainable development is no longer considered by mass populations as a niche or "environmental" concept, but instead it is now universally acknowledged as an important strategic approach that can help the region (and global industry) to recover and rebuild. Therefore, by infusing sustainability principles with solid and innovative tourism business strategies, RTO12 has turned the corporate ship once more to entrench "regenerative tourism development" as the primary organizational direction to ensure the survival, recovery and longevity of our regional industry.

In 2021 Explorers' Edge embarked on a new mission to become a leading Destination Development Organization in Canada to create sustainability for all regional stakeholders (including tourism SMEs, employees and residents) by implementing initiatives that consider economic, social, cultural and environmental impact, in order to ensure our communities will thrive well into the future and regardless of economic or natural disasters (i.e. flooding, wildfires, etc.) that may occur.

Explorers' Edge is seeking an EOI from an individual to fulfil the role of Economic Development Specialist. This is a short-term contract until the end of the RTO's fiscal year (March 31, 2022) with the possibility of a contract extension.

Working with the Senior Director, Regenerative Tourism Development & Communications and reporting to the Executive Director, this role will perform the following functions within the organization:

- Liaise with Indigenous stakeholders in the Explorers' Edge region/Robinson Huron & Williams Treaties territory to nurture strong working relationships and to identify tourism development opportunities to serve those stakeholders
- Research, identify and apply for federal, provincial and municipal grants to serve the business objectives of the RTO, and also individual or member-agency stakeholders
- Assist senior managers with tracking and reporting for multiple projects and funding streams
- Liaise with regional economic development representatives to identify collaboration opportunities that align with the business objectives of the RTO, and to communicate updates on RTO initiatives
- Identify potential partnerships that align with the RTO's Regenerative Tourism Strategy.

Requirements:

- 3-5 years experience in an economic development role
- Proven track record of successful grant applications
- Experience working with Indigenous stakeholders to foster strong relationships
- Demonstrated knowledge of the RTO12 region (Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound, South Algonquin)
- Demonstrated knowledge of the RTO model and RTO12 programs-to-date including the Regenerative Tourism Strategy/2021-2022 Business & Operational Plan
- Ability to work primarily at home with periodic in-office sessions in Bracebridge, ON
- Ability to travel to various communities across the region and to visit First Nations using own transportation (mileage will be compensated)
- Experience working in the tourism or travel industry preferred

Explorers' Edge invites those whose experience fits the requirements to submit an Expression of Interest (EOI) for the short-term contract position of Economic Development Specialist.

Please forward your EOI to Executive Director James Murphy by Monday, November 22: email james@explorersedge.ca. Further questions regarding this position can also be sent to James Murphy.

Please Note: Submitting a reply to Explorers' Edge does not automatically guarantee that your company will be receiving future correspondence during the process.