



Travel Manitoba is a Crown Corporation responsible for stimulating innovative, sustainable tourism growth in Manitoba's \$1.5 billion tourism industry. In partnership with the tourism industry, Travel Manitoba is responsible for tourism marketing, visitor information services, research and public information. We are looking for a highly motivated individual to join our team.

## **Vice President – Finance, Operations and Visitor Services**

### **Position Summary**

Reporting directly to the Executive Vice President and Chief Operating Officer, the Vice President Finance, Operations and Visitor Services will lead and mentor the Finance, Operations and Visitor Services' team with responsibility for achieving corporate objectives to advance visitor services programs and the development of Travel Manitoba's financial management strategy.

Areas of responsibility include:

- Creating strategies to support corporate objectives
- Leading the development of financial management strategy
- Managing the corporation's financial, administration and payroll activities
- Leading the development, implementation and evaluation of strategies, programs, initiatives for Visitor Services.

As a key member of the Executive Management Committee (EMC), the VP, Finance, Operations and Visitor Services is accountable for the development and execution of the annual finance, operations and visitor services plan, and provides strategic input into the future direction of the corporation. The VP, Finance, Operations and Visitor Services will represent the corporation effectively with external audiences and stakeholders, including the provincial tourism industry, destination, marketing organizations, the provincial government, and other industry stakeholders.

### **Position Duties and Responsibilities**

- Leads the development and implementation of plans to deliver key initiatives outlined in the Manitoba Tourism Strategy.
- Manages the corporation's financial planning, accounting, audit, reporting and administration activities.
- Develops, implements and improves financial system processes, policies and procedures across organization including financial controls
- Forecasts revenues and expenditures and ensures that financial activities are managed within the budget. Keeps the EVP & COO advised on budget variances.
- Leads and executes the planning, development, implementation and evaluation of strategies, programs, initiatives for the visitor services department, including the management of four visitor information centres.
- Provides support to the EVP & COO in creating strategies to address corporate priorities.
- Provides monthly budget reports to the Executive team.
- Monitors and assesses the performance of the corporation against established standards and goals. Takes corrective action as required in order to ensure that objectives are achieved. Ensures that the EVP & COO is kept informed of corporation's financial performance and any anticipated shortfalls.
- Provides leadership, creative direction, oversight and guidance to the Finance, Operations and Visitor Services team.
- Creates, promotes and coaches a teamwork environment which encourages all employees to work collaboratively and cooperatively, in both formal and informal teams and networks to achieve common objectives and develop a healthy, more rewarding and more productive working environment where personal and team accountability are key.
- Provides leadership to promote an inclusive and diverse staff.
- Directs both financial and human resources including for the division: identifying organizational improvement strategies and initiatives; hiring staff; performance management, training and development; coaching and providing guidance to staff; conducting performance reviews and leading succession planning; handling a broad range of employee relations matters.
- Ensures all government reporting requirements are fulfilled, including responses to requests under FIPPA.
- Manages facilities and equipment requirements and ensures that the corporation has cost effective facilities that are safe, comfortable and functional. This includes head office and the visitor information centres in Winnipeg and at key points of entry to the province.

- Manages the division's budget including the provision of quarterly forecasts.
- Oversees purchasing and inventory.
- Manages vendor contracts.
- Liaises with external auditors.
- Develops and implements risk management policies.
- Prepares short term/long term financial forecasts.
- Coordinates payroll and employee benefits administration and ensures compliance with relevant legislation and the Collective Agreement.
- Supports the senior management team by providing information and advice.
- Supports and/or manages special projects as required.
- Other related duties as assigned.

## Requirements

- Business or Accounting degree with a CPA designation and is a CPA member in good standing or an equivalent combination of related education and experience
- Minimum 8 years progressive leadership experience that include strategic management, preferably including experience in the public sector
- Minimum 8 years experience in a finance/administration role
- Experience in a senior leadership role
- Excellent interpersonal and communication (written and verbal) communication skills
- Experience in accounts management including budgeting, forecasting, monthly financial reporting, and audit compliance
- Ability to recruit, train, coach and evaluate a high-performance team
- Ability to work with highly confidential and sensitive information
- High level of integrity
- Knowledge of payroll functions
- Understanding of the tourism industry or related business sector considered an asset
- Exceptional analytical and problem-solving skills
- Ability to multi-task in a fast-paced environment
- Exemplary organizational, analytical, and problem solving skills
- Knowledge of information technology function
- Bilingualism (English/French) is an asset
- Current valid Manitoba driver's license
- Must be fully vaccinated against COVID-19

**Salary:** Commensurate with experience and education.

**Closing date: June 29, 2022**

*Travel Manitoba is committed to protecting the health and providing a safe environment for all its employees. Therefore in accordance with current policy, Travel Manitoba requires that all of its staff be fully vaccinated against COVID-19 and provide proof as a condition of employment.*

*Travel Manitoba is committed to creating a diverse and inclusive workplace. Preference will be given to candidates who choose to self-identify as BIPOC or a member of underrepresented groups.*

*Travel Manitoba provides workplace accommodations for employees with temporary or permanent disabilities and/or medical needs.*

## Apply in writing to:

Travel Manitoba  
21 Forks Market Road  
Winnipeg, MB R3C 4T7  
FX 1.204.927.7828  
Email: [hr@travelmanitoba.com](mailto:hr@travelmanitoba.com)

*We thank all who apply and advise that only those selected for further consideration will be contacted.*