

# DIRECTOR, CRUISE AND PORT DEVELOPMENT



## Purpose of Position

The Director, Cruise and Port Development is a strategic leadership role with responsibility for developing and executing the cruise development and port development strategies for Greater Victoria Harbour Authority (GVHA). The position reports to the Vice President, Strategic Partnerships and Innovation and has connectivity across several portfolios.

Key accountabilities include leadership of GVHA's relationships with cruise-related businesses, including cruise lines and other organizations engaged in cruise-related industries. This position is also responsible for port development and the development of additional cruise-related and non-cruise port capabilities. There is a business development deliverable of this role that intersects with other business development work at GVHA.

The Director, Cruise and Port Development plays a key role in engaging and catalyzing partners involved in the Greater Victoria cruise industry, and has influence in visitor experience, destination marketing, business development, terminal operations and logistics, and sustainability as they relate to GVHA's business lines.

## Key responsibilities include:

- Develop and execute GVHA's cruise strategy.
- Develop and execute GVHA's port development strategy, includes both cruise and non-cruise utilization of deep-water terminal.
- 75 percent of role focuses on cruise industry; 25 percent focuses on port development.
- Build and maintain effective relationships with key contacts throughout the cruise industry, including all major cruise lines, associations, port partners, and government agencies.
- Expand port capabilities at the terminal site to better serve cruise industry as well as to expand non-cruise vessel opportunities.
- Market port capabilities throughout shipping industry, in partnership with Director, Communications and Engagement.
- Ensure understanding of trends, issues and opportunities of the cruise and port industry globally, the Pacific Northwest and in Greater Victoria.
- Provide appropriate data and analytics from cruise and port industry to inform GVHA business strategy.
- Engage, communicate and provide recommendations related to cruise tariffs in partnership with Director, Finance.
- Engage and participate in cruise- and port-related ecosystem, including attending conferences and participating in cruise and port-related associations.
- Influence general strategy for guest experience on the cruise terminal, including arrival experience, sales on terminal, advertising, greeting program, ground transportation, terminal-based marketing to passengers and crew, in partnership with Director, Communications and Engagement, Destination Greater Victoria (DGV) and cruise terminal operator.
- Negotiate and maintain relationships on key long-term cruise-related partnerships; influence cruise line itineraries, including length of stay and time of arrival.
- In partnership with Director, Communications and Engagement, maintain strong relationships with DGV and facilitate effective visitor experience support, including visitor kiosk contract, terminal information and marketing, travel agent strategy, destination marketing efforts.

- Lead and execute cruise engagement strategy, in partnership with Director, Communications and Engagement, and ensure open and transparent relationships with local community, member agencies including First Nation partners, cruise-related industries and organizations, tourism sector, etc.
- Lead GVHA's participation in regional sustainability initiatives as it relates to cruise strategy and port development strategy, with support from Sustainability Manager, including Green Corridor, GHG emissions studies, etc.
- With the support of GVHA's Director, First Nations Engagement, partner with the rightsholders to support First Nations economic development opportunities.
- Budget accountability for cruise development and port development portfolios.

### **Working Conditions**

- Open office environment.
- Full-time position, Monday to Friday, 40 hours/week, based in Victoria, B.C.
- Regular field visits and off-site meetings with existing and potential customers.
- Option to work 2 days a week from home following completion of 90 days in the role.
- Ability to flex schedule to accommodate cruise ship schedule which includes weekends.
- Regular travel to attend meetings and conferences.

### **Experience and Education**

- Post-secondary degree in Public Relations, Marketing, Business Administration or related field.
- Minimum of 7 years relevant, related experience in cruise operations, port operations, business development and/or adjacent industries.
- Experience with strategic plan development and execution.
- Experience in community engagement and client relations.

### **Knowledge, Skills, and Abilities**

- Solid working knowledge of cruise industry and/or port industry.
- Knowledge of business development, marketing, and strategic planning.
- Thorough knowledge of and proficiency with Microsoft Office platform.
- Excellent interpersonal, communications, public speaking, and presentation skills.
- Excellent engagement and client relation skills.
- Ability to establish and maintain effective relationships with a variety of groups or individuals to meet GVHA objectives.
- Working knowledge and understanding of the importance of First Nations protocols, specifically those of the Lək'wəḡən People
- Knowledge of the Truth and Reconciliation Calls to Action, the United Nations Declaration of Rights of Indigenous Peoples, and section 35 of the Canadian Constitution.
- Ability to exercise tact, good judgement, discretion, and flexibility in providing service to customers.
- Ability to be client-oriented and to exchange information, and deliver innovative solutions to customers in a timely, professional manner.
- Ability to manage and organize concurrent projects while taking into consideration changing priorities and deadlines, emerging issues, impact of decisions, and competing and conflicting demands.
- Ability to manage and deliver complex, concurrent projects to successful completion within time and budgetary confines.
- Ability to influence and collaborate productively with multiple interest holders.