

Director Advocacy and Industry Relations:

Association of Canadian Travel Agencies - ACTA

ACTA is a national trade association representing the retail travel sector of Canada's travel industry. Our priorities are advocacy, education, building connections, promoting the value of booking with a professional travel advisor and attracting new travel advisors to our industry. Our Members are Travel Agencies and Travel Advisors. ACTA also has travel suppliers and community colleges as Allied Members and partners.

Key responsibilities:

- Lead the development and execution of impactful government and industry relation strategies, and build coalitions and consensus across stakeholder groups that make a positive effect on the retail travel industry in Canada;
- In collaboration with the President and ACTA's Government Relation firm, build influential relationships with federal and provincial government ministers, key members of the opposition, staff and bureaucratic decision makers to ensure that ACTA is at the heart of the public policy and economic discussions that affect travel agencies and travel advisors across Canada. Key ministries and stakeholders typically include tourism, transportation, finance, economic development, small business, office of the privacy commissioner, the competition bureau, insurance councils and consumer protection;
- Lead policy consultation exercises with ACTA Members and stakeholders to ensure that the association is accurately representing the industry to government and stakeholders with timely and relevant information;
- Lead ACTA's contract advocacy resources (may include part time Advocacy assistant, summer students, government relations firm consultants);
- Lead advocacy meetings and events including potential ACTA Legislative Days in Ottawa or provinces; Travel Agency Leader Advisory Group, Independent Travel Advisor Advocacy Group etc.;
- In collaboration with the President and Director of Partnerships, lead ACTA's advocacy efforts with travel suppliers and other industry stakeholders;
- Organize and lead ACTA Travel Agency Members at the IATA country (APJC) and global (PAPGJC) meetings where possible to ensure that the interests/concerns of the Canadian travel agency community are actioned;

- Liaison with like-minded organizations on advocacy matters of relevant interest to the Canadian Travel industry community such as the Federation of Independent Business, Small Business Matters Coalition (fighting against exorbitant credit card fees paid by travel agencies);
- Represent ACTA at the Greater Toronto Airports Authority Consultative Committee (the largest airport authority in Canada) on behalf of the agency community and the consumer;
- Track and respond to government consultations, ensuring that ACTA's policy recommendations are delivered across all appropriate ministries and departments;
- In collaboration with the President, develop and execute ACTA's advocacy communications (website, e-Newsletter, media releases) in collaboration with ACTA's communication specialists;
- Help develop and execute ACTA membership development strategies;
- Support the delivery of ACTA programs and ensure brand reputation.

Qualifications / Required Skills

The ideal candidate will:

- Possess a University Degree and a minimum of 5 years of experience in public affairs and government relations;
- Demonstrable experience of working in a legislative environment and a track record of taking conceptual policy ideas through policy development, stakeholder consultation to the passing of legislation;
- A proven track record of building exceptional relationships with a diverse set of stakeholders;
- Excellent judgement, acts with professionalism and integrity and demonstrates leadership qualities in challenging environments;
- A strong understanding of Canada's travel and tourism industry;
- Knowledge of IATA Resolutions and relationship with the Canadian travel agency community is an asset;
- A critical thinker that can understand and act to address short-term challenges whilst also recognizing long-term trends and obstacles;
- Excellent written, oral, and presentation skills and the ability to take complicated information and disseminate it clearly to a variety of audiences;
- A strong communicator in both of Canada's official languages is preferred.

Reports to: The ACTA President

Location:

The ACTA team works in a virtual environment - this is a work from home position.