

Power**SHIFT**

Tourism and Hospitality Career Profiles

Marketing and Communications



Canada

Alberta

Marketing and Communications

Transferable Competencies from Tourism and Hospitality to Electricity

Technical	Non-Technical	Foundational
Sales and Marketing	Excellence in Service Delivery	All
	Professionalism	
	Communication	
	Compliance	
	Security	
	Digital Competence	

Sample Tourism Occupations in this Functional Area

Marketing Manager

**Director of Sales
and Marketing**

Sample Tourism Occupational Profiles in this Functional Area

Director of Sales and Marketing (Management)

Technical Competencies	Non-Technical Competencies
SALES AND MARKETING	EXCELLENCE IN SERVICE DELIVERY
<p>Manage Product/Service Development</p> <ul style="list-style-type: none"> • Build culture of innovation • Research products, services and markets • Establish pricing model <p>Develop Sales and Marketing Strategies</p> <ul style="list-style-type: none"> • Conduct situational analyses • Develop integrated sales and marketing plan • Develop sales channels • Develop digital strategy • Evaluate effectiveness of sales and marketing plan <p>Oversee Sales and Marketing Activities</p> <ul style="list-style-type: none"> • Oversee sales and marketing activities <p>Conduct Sales Activities</p> <ul style="list-style-type: none"> • Conduct sales prospecting • Establish client relationships • Recommend products and services to clients • Close sales • Follow up on sales <p>Conduct Marketing Activities</p> <ul style="list-style-type: none"> • Conduct direct marketing • Purchase media advertising • Develop advertising content • Develop marketing/promotional materials • Conduct digital marketing activities • Manage web presence • Manage online reviews • Conduct promotional activities 	<p>Promote Culture of Service Excellence</p> <ul style="list-style-type: none"> • Create culture of service excellence • Monitor clients' satisfaction • Follow up on clients' feedback <p>Deliver Excellent Service</p> <ul style="list-style-type: none"> • Meet clients' needs <p>Address Difficult Situations</p> <ul style="list-style-type: none"> • Address concerns and complaints
	PROFESSIONALISM
	<p>Exhibit Professional Conduct</p> <ul style="list-style-type: none"> • Present professional image • Maintain positive attitude <p>Collaborate with Others</p> <ul style="list-style-type: none"> • Develop professional network • Address conflicts <p>Demonstrate Professional Skills</p> <ul style="list-style-type: none"> • Show initiative
	COMMUNICATION
	<p>Communicate Effectively</p> <ul style="list-style-type: none"> • Demonstrate cross-cultural communication
	COMPLIANCE
	<p>Comply with Legislation, Policies and Procedures</p> <ul style="list-style-type: none"> • Facilitate compliance with policies and procedures • Comply with legislation and regulations

Technical Competencies

FINANCE

Manage Finances

- Prepare financial reports

HUMAN RESOURCES MANAGEMENT

Manage Workforce

- Comply with human rights legislation's duty to accommodate

Manage Alternate Workforce

- Manage remote workforce

Hire Employees

- Develop job postings
- Screen candidates

Develop Employees

- Conduct orientation and onboarding
- Engage Employees

Manage Employee Departures

- Conduct exit interviews

Non-Technical Competencies

HEALTH AND SAFETY

Create Safe Environment

- Assess potential hazards
- Safeguard employee safety

SUSTAINABILITY

Maximize Benefits to Community

- Support human and labour rights

DIGITAL COMPETENCE

Administer information and Communication Technology Procedures

- Generate reports
- Liaise with information and communication technology specialists

Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

If you have experience related to marketing and communications in the tourism and hospitality industry, you may be surprised to realize that this is an area of particular importance in the electricity industry. Many organizations, from utilities to renewable energy companies, are increasing their focus on marketing and communications to build trust amongst the general public. This is particularly true when companies are launching new technologies and initiatives. Your skills and expertise may translate to various positions in the electricity industry including:

- Communications Manager
- Stakeholder Engagement Officer
- Marketing and Communications Representative