

Job Description

TOURISM, HERITAGE AND CULTURE COORDINATOR

Job Title:	Tourism Coordinator
Job Type:	Full-time; Salaried - 1 Year Term Position
Reports To:	Tourism, Heritage and Culture Manager

Job Purpose

The District of Carleton North's (DCN) **Tourism Coordinator** is responsible for assisting the Tourism, Heritage and Culture Manager in developing, initiating, and collaborating with multiple stakeholders to implement and promote quality tourism products, services and experiences that align with an aggressive tourism strategy. As Tourism Coordinator, you will assist the Tourism, Heritage and Culture Manager in working closely with the business community, provincial and federal government, public and interest groups to build strong partnerships in the delivery of quality initiatives for the purpose of expanding the tourism offerings in DCN. The incumbent will also design and administer competitive marketing strategies and conduct market research to foster an appealing public image to promote the district as assigned by the Tourism, Heritage and Culture Manager.

Duties and Responsibilities

The following are the primary job duties and responsibilities of the Tourism Coordinator. The following statements are intended to describe the nature and level of work being performed but may not be an exhaustive list of all the duties and responsibilities required for the position. Other duties and responsibilities may be assigned by the Manager as needed.

- 1. Assisting with the planning, development and implementation of tourism strategies designed to promote DCN:**
 - Remain current with tourism trends, philosophies, programs, and funding sources in the province of New Brunswick and beyond.
 - Assess the tourism and leisure requirements of residents, visitors, and tourism operators.
 - Conduct research, gather and analyze statistical data and identify the ever-changing needs of our target market.
 - Utilize research findings to build quality tourism products, services, experiences, and events to attract our target market.
 - Ongoing evaluation of the effectiveness of current tourism offerings, make recommendations for improvements, and identify areas where new tourism products, services and/or experiences are needed.
 - Assist in development and implementation of a comprehensive arts/culture/heritage tourism development strategy.
 - Assist in development and implementation of a comprehensive retail tourism development strategy.
 - Assist in development and implementation of a comprehensive tourism entrepreneurship and investment stimulus strategy.
 - Assist in development and implementation of quality/tourism driven festivals and events strategy including rationalization/enhancement of existing festivals and events and creation of on-theme events
 - Prepare an annual tourism plan complete with projected costs and submit it to the TCHM for review.
 - Prepare funding applications and proposals in conjunction with and under the direction of the TCHM.
 - Establish and maintain positive working relationships with all segments of the district's industrial and commercial sector in promoting DCN as a great place to live.

- Attend tourism and marketing seminars, conferences and continuing education sessions that help develop and implement current trends and strategies.
- 2. Assist with promotion and marketing of tourism activities for the district and other stakeholders:**
- Publish information and promotional literature for the district.
 - Assist the TCHM in acting as a spokesperson to the media for tourism-related updates and releases.
 - Oversee and/or prepare press releases and participate in media interviews regarding tourism.
 - Approve all marketing materials and update tourism website and social media channels before preparation and distribution.
 - Attend trade shows as a participant and as an observer. As a participant, set up displays, coordinate and share in the activities and work schedule of volunteers to promote the region. As an observer, compile information relevant to economic development.
- 3. Help with conducting research and coordinate and support tourism activities:**
- Consult with new or proposed tourism operators regarding business plans and marketing needs.
 - Assist tourism entrepreneurs to develop their projects by directing them to necessary resources.
 - Develop relationships with area businesses through various projects.
 - Develop a detailed community profile and other demographic information to promote the district.
 - Identify the needs of the tourism community and determine appropriate action.
 - Assist the TCHM in preparing strategic tourism plans and initiating economic development for tourism.
 - Identify and promote new tourism business and opportunities.
 - Actively pursue tourism leads which are a benefit to DCN.
 - Respond to requests from within and outside the municipality for statistical information.
 - Respond to requests from developers from outside the community for site visits and facilitate tours of attractions and sites.
 - Prepare and disseminate information regarding the availability of land, buildings, and other facilities conducive to the promotion of a tourism product, service or experience offering.
- 4. Act as a liaison with internal and external stakeholders:**
- Maintain active contacts and facilitate partnerships between businesses, organizations, all levels of government, communities, education, and financial institutions.
 - Participate in regional tourism planning activities as required.
 - Become familiar with and promote available government programs which assist with economic development of the community and/or region.
 - Act as a facilitator of interactions between governments, other communities, business, industry, and community organizations.
 - Attend meetings with the TCHM that may be relevant to economic and tourism development.
- 5. Other administrative duties:**
- Perform the administration and reconciliation of cash receipts, purchase orders and inventories of municipal operated tourism products, services and experiences, as well as municipal services (sewer payments).
 - Compile statistics into an easily accessible form for use in business consultation.
 - Maintain an inventory of quality promotional material as deemed necessary.
 - Prepare an annual program assessment report including costs, number of participants and other information required by the TCHM.
 - Provide monthly reports to the TCHM regarding accomplishments in the area as designated by the budget and overall plan for the area.
 - Maintain detailed quality records on tourism events, programs, and activities for use in future planning and annual evaluation.
 - Help manage existing and new municipal owned tourism sites and facilities.
 - Maintain a good working relationship with similar sites in the province.
 - Maintain quality records on DCN's visitor stats, tourism offerings, products, services, experiences, events, and more, for use in future planning and annual evaluation.

Qualifications

The minimum qualifications required to successfully perform the job are as follows:

- Completion of a post-secondary degree or certificate in Business Administration, Tourism, Marketing, Public Relations or a related field.
- 3-5 years of experience in the development and delivery of business development plans, tourism and/or marketing strategies.
- An equivalent combination of education and experience may be considered.

The following job certifications, diplomas or memberships are also required to perform the job:

- Valid, Class 5 New Brunswick Driver's License.
- Criminal Record Check.
- Clean Driving Abstract.
- Standard First Aid and CPR Certificate is an asset.
- English/French bilingualism is an asset.

Knowledge, Skills, and Abilities

The following knowledge, skills and abilities are required:

- Excellent communication skills: including the ability to listen actively, respond verbally in a manner that is clear and respectful, and prepare written communications that are clear and concise.
- Teamwork and relationship-building skills including the ability to establish and maintain effective working relationships with peers, subordinates, Council members, residents, government officials, contractors/suppliers, business representatives and other stakeholders.
- Ability to negotiate and deal with diverse groups of people.
- Strong project management skills with the ability to work on several projects and events simultaneously and prioritize accordingly.
- Ability to work with minimal supervision.
- Ability to work with minimal supervision.
- Knowledge of existing government sponsored economic development initiatives and programs.
- Ability to develop, maintain and utilize a network of contacts for tourism development in the district.
- Knowledge of the social, cultural, and demographic composition of DCN, including challenges that face the district.
- Knowledge of current tourism assets, stakeholders, and community organizations.
- Ability to conduct economic, demographic and market research related to tourism.
- Ability to accurately define and effectively address problems as they arise.
- Ability to set realistic goals and develop plans to achieve them.
- Ability to manage time effectively and access essential information in a timely manner.

- Ability to prioritize work, manage multiple demands, meet tight deadlines, remain calm during crises, respond constructively and support others in challenging situations.
- Ability to develop and implement goals, objectives, priorities, practices, and procedures.
- Proven ability to develop marketing and promotional strategies, including experience with social media, website management, and digital marketing.
- Exceptional organizational and time management skills, with attention to detail and the ability to meet tight deadlines
- Knowledge of the fundamentals of finance, accounting, budget preparation and adherence, project evaluation, marketing and legal processes.
- Ability to retain confidential information.

Working Conditions

The Tourism Coordinator must spend considerable time interfacing with the public or prospective businesses. The incumbent must be prepared to perform tasks on evenings, weekends, and statutory holidays to facilitate a wide range of meetings or events which may, from time to time, require the incumbent to travel outside the municipality. You may have to manage multiple projects and staff and volunteers at once.

The incumbent may be interrupted to meet the needs and requests of residents, staff or business partners and may find environments to be sometimes chaotic. Excellent organizational, time and stress management skills will be required to keep activities and events on track to accomplish required tasks in a timely and effective manner. Participation in community events may be periodically required on evenings, weekends, and statutory holidays.

Physical Requirements

The Tourism Coordinator may spend long hours sitting and using office equipment and computers, which may cause eye and muscle strain. The incumbent will often be lifting and carrying equipment and supplies and spend extended periods of time standing working at events and tourism sites.

Hours of Work

The incumbent is required to work Monday to Friday 8:00 a.m. to 4:00 p.m. (may include statutory holidays if deemed necessary by the TCHM for community event participation).

Certification and Approval

Employee and Supervisor Certification

<p>I certify that I have read and accepted the duties and responsibilities assigned to this position.</p> <p>_____</p> <p>Signature (Employee)</p>	<p>I certify that this job description is an accurate description of the duties and responsibilities assigned to this position.</p> <p>_____</p> <p>Signature (Supervisor)</p>
--	--

_____ Printed name _____ Date	_____ Printed name _____ Date
--	--

Approved by Chief Administrative Officer:	
Printed Name:	
Date:	