



EMPLOYMENT OPPORTUNITY TOURISM COORDINATOR: 1-YEAR TERM

The District of Carleton North is seeking a dynamic and enthusiastic **Tourism Coordinator** for a 1-year term to support the **Tourism, Heritage, and Culture Manager** in developing and promoting quality tourism products and services. This position involves collaborating with various stakeholders, including local businesses, government entities, and community organizations, to execute a comprehensive tourism strategy that enhances the district's offerings.

Main Duties:

- 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.
- Manage existing and new municipal owned tourism sites and facilities.
- Assist in the development of plans for new tourism sites (both private and municipal owned).
- Development and implementation (including distribution) of advertising and marketing strategies and any related activities designed to promote awareness of, interest in, and support of DCN's tourist attractions, for the purpose of generating positive economic impact.
- Assist in preparing strategic tourism plans and initiating economic development for tourism.
- Recruit, train, schedule and oversee tourism staff and volunteers.
- Maintain active contacts and facilitate partnerships between businesses, organizations, all levels of government, communities, education, and financial institutions.
- Become familiar with and promote available government programs which assist with economic development of the community and/or region.

Qualifications:

- 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 complete job description can be seen <https://carletonnorth.com/town-hall/job-opportunities> .

Please include a cover letter with your resume. Application deadline is October 8th, 2024. Only those selected for an interview will be contacted.

Resumes may be e-mailed to amy.mcintosh@carletonnorth.com.