



EMPLOYMENT OPPORTUNITY: 12 Month Term Position (Maternity Leave)

TOURISM CO-ORDINATOR – MUNICIPALITY OF THE COUNTY OF INVERNESS

HOURS; 35 hours/week, Monday – Friday 8:30am – 4pm

The Recreation/Tourism Department has begun implementing recommendations outlined in the new tourism strategy for the Municipality. The new brand has been launched to the public and this summer we have started to apply priorities outlined in the marketing plan. Additional priorities include a new directional and gateway signage program and to work with communities to enhance beach and harbour locations.

Main Purpose & Function:

- Reports to the Director of Recreation/Tourism
- Project manager/advocate for tourism strategy and projects (marketing & capital enhancements);
- Working with consultants and senior government departments, municipal staff and community stakeholders;
- Keeping abreast of tourism research and trends, and building relationships with industry partners and community non-profit organizations.

Specific Duties & Responsibilities:

- Managing day-to-day functions as related to ongoing tourism projects, including organizing meetings, monthly reports, communication with tourism industry and government staff; including neighboring municipal units and assisting community volunteer organizations including five cultural centres;
- Collecting/developing content for tourism and municipal websites and social media platforms, including scheduling photo/video for additional promotional campaigns;
- Working with tourism operators (ie customer service training, current trends in tourism, product development, brand opportunities with CMC tourism strategy);
- Assisting with coordination of annual festival and event information for website and brochure;
- Assisting in the planning for and supervision of summer employee positions;
- From time to time, assisting other Recreation/Tourism staff or municipal departments with special projects.

Applicants should possess the following skills and qualifications:

- Post-Secondary Training (preferably in marketing and/or communications or business) and/or three years' experience, or equivalent combination of education, training and experience.
- Related marketing training (ex. social media marketing, content creation/management, etc.) via courses, webinars and/or hands-on experience;
- Proficient with Microsoft Office Suite, including Word, Excel and Outlook; Facebook and Instragram
- Strong communication skills, effective verbal and written skills including telephone etiquette;
- Display appropriate analytical skills and an eye for detail;
- Ability to work independently with minimal supervision and be self-motivated;
- Willingness to adjust work schedule to include some evenings and weekends;
- Ability to deal with confidential information and to exercise good judgment;
- Ability to adhere to complete confidentiality in all aspects relating to the duties and responsibilities of the position.

The follow would be assets to this position:

- Familiar with Destination Cape Breton Association and Tourism Nova Scotia tourism strategies;
- Project management experience;
- Experience in tourism related field;
- Experience in event planning;
- Experienced and comfortable with delivering public presentations to a variety of groups;
- Team player - willingness to assist where needed, outside of regular duties.
- Good sense of humour!

Closing date: 4pm, Thursday, August 24, 2017

Apply with cover letter and resume (in Word or PDF) to the attention of Donna MacDonald, Director of Recreation/Tourism. Applications will be accepted via email to donna.macdonald@invernesscounty.ca or mailed to 375 Main Street, Port Hood, NS B0E 2W0

For more information about the Municipality visit www.invernesscocounty.ca and www.canadasmiscalcoast.com

We thank you for your interest, however; only those selected for an interview will be contacted.