



JOB TITLE: Tourism Development Coordinator
Maternity leave Part Time Contract position
Hours: 16 hours/ week; Starts September 4th, 2018
(Monday to Friday and occasional evenings and weekends)

POSITION SUMMARY

The Township of Uxbridge is seeking a Tourism Development Coordinator (TDC) who will promote local tourism collaboratively with the Tourism Advisory Committee and the Township of Uxbridge. The TDC will interact with stakeholders to facilitate the development and implementation of innovative strategies and resources that promotes the Township of Uxbridge as a four season tourism destination and supports new business growth and development.

The TDC will be fiscally responsible for facilitating marketing and communications initiatives for different channels—including website, social media, print, creating new tourism product offerings, fostering government and stakeholder alliances, securing sponsorships and partnerships and encouraging new business growth.

EDUCATION, TECHNICAL SKILLS AND CERTIFICATION

- Strong knowledge of destination marketing principles obtained through the completion of a diploma or degree in Tourism Management, Business Administration, Marketing or the equivalent.
- Strong writing and verbal skills
- Exemplary public speaking skills
- Dynamic individual with excellent interpersonal skills
- Highly developed planning, time management and multi-tasking skills
- Excellent computer skills (Microsoft Office)
- Knowledge of social media best practices, including Facebook, Twitter, and Instagram
- Ability to apply solid financial principles to attain organizational budgetary goals.

EXPERIENCE

- Marketing & communications experience -minimum 2 years in related field.
- Experience managing paid social campaigns is an asset.
- Working knowledge of website content management systems (i.e. Wordpress) an asset
- Experience managing photography, videography, and graphic design vendors an asset
- Experience in media relations an asset

Please send Resumes to: Amanda Ferraro, 51 Toronto Street South, Box 190, Uxbridge ON L9P 1T1 or aferraro@town.uxbridge.on.ca

Closes June 21 at 2 pm.

We are an Equal Opportunity Employer in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code (OHRC). The Township of Uxbridge will provide accommodations throughout the recruitment and selection and/or assessment process to applicants with disabilities and/or needs related to the OHRC. Personal information provided is collected under the authority of The Municipal Freedom of Information and Protection of Privacy Act.