



County Administration Buildings
Belleville, Ontario

2024-NON-GG-214

TOURISM DEVELOPMENT COORDINATOR

Permanent Full-Time

Hastings County has an opening for one (1) **permanent full time Tourism Development Coordinator** position. Reporting to the Economic and Tourism Development Manager, the Tourism Development Coordinator's prime function is to work closely with member municipalities, local accommodators and attractions to facilitate the development and expansion of tourism opportunities (experiences and products) with the objective of enticing visitors to stay longer, enhance their economic impact and identify Hastings County as a desirable destination to relocate to and invest in.

Strategy & Planning Development:

- In collaboration with Department staff, coordinate the County's destination development initiatives and implementation of tourism development plans and strategies; and prepare reports, make recommendations/presentations and conduct committee and other group updates in support of destination development activities.
- At the direction of the Economic and Tourism Development Manager, assist in the implementation of various initiatives as required by the County Planning and Development Committee or County Council.

Research & Analytics:

- Collect and analyze data and demographic information to profile the County's target market(s) (ideal guest) in support of destination development and identify where investment is needed to increase visitation and strengthen existing travel and investment opportunities.

Administrative:

- Perform a variety of administrative tasks related to economic and tourism development activities as required by the Director of Planning and Development and/or Economic and Tourism Development Manager, including, but not limited to, the development of budgets, reports, invoices; and maintain files of relevant resource materials, client records, tourism development related financial transactions and other confidential information.
- Help prepare Requests for Proposals, obtain quotes, and negotiate with vendors to obtain appropriate value for Hastings County's marketing dollars.
- Field inquiries from the general public related to tourism development activities.
- Maintain databases and compile and analyze data, statistics and other relevant research materials that track and benefit tourism development strategies.
- Other related duties as assigned.

Internal/External Relationships:

- Maintain productive working relationships with local accommodators, businesses, tourism partners and local assets, and facilitate connections/relationships among these groups to create a strong network. This includes facilitating and supporting local businesses and organizations seeking to establish or expand purchasable tourism experiences within Hastings County and help connect them to funding opportunities and other partners to implement.
- Ensure initiatives and programs are effectively communicated to all stakeholders including the

County's Planning and Development Committee.

- Maintain good/positive relations with tourism industry stakeholders both private and public, tourism associations and/or related sectoral organizations and appropriate affiliated provincial and federal government contacts.
- Serve as a County representative at related events and engagements as required.
- Liaise and collaborate with the Small Business Centre, Ontario's Highlands Tourism Organization, Community Futures Development Corporations, Chambers of Commerce and other organizations on the development of business training and development opportunities tailored to the local tourism industry.
- Provide support to County tourism marketing efforts as required and assigned including posting information on upcoming events, attractions and other information geared towards visitors to the County website, as well as helping to maintain social media channels and print material distribution.

Health & Safety:

- Be aware of and follow the Occupational Health and Safety Act, Accessibility for Ontarians with Disabilities Act and County policies.

Minimum Qualifications:

- Three-year College Diploma, Degree or Certificate in tourism, public relations or related field.
- Valid "G" driver's license and reliable transportation.
- 2-3 years' experience in developing and implementing economic, tourism and/or community development strategies and projects within a public sector or private sector setting.
- Excellent communication and interpersonal skills with the ability to build and maintain relationships with stakeholders.
- Knowledge and understanding of Hastings' tourism industry and culture as well as familiarity with key industry leaders is considered an asset.
- Excellent time management and organizational skills.
- Excellent writing skills.
- Familiarity with Microsoft Windows applications and social networking sites.
- Ability to work independently and as a team member.

Salary Range: \$62,214 – \$72,782 per annum, with excellent fringe benefits

Please send resume and cover letter by email to: careers@hastingscounty.com

Quote: 2024-NON-GG-214 – "Your Name" in the subject line

CLOSING DATE: Friday, May 10, 2024 by 4pm

Juliana Finney
Human Resources Advisor
Talent Management & Acquisition

In accordance with the Municipal Freedom of Information and Protection of Privacy Act, personal information collected will be used only for the purposes of this employment opportunity.

We thank all applicants for their interest in this position; however, only those applicants selected for an interview will be contacted.

The County of Hastings is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. Please contact us if you require this posting in an alternate format. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.