



## THE CORPORATION OF THE TOWNSHIP OF CENTRE WELLINGTON

### TOURISM AND DESTINATION COORDINATOR PERMANENT, FULL TIME (35 HOURS PER WEEK)

The Tourism and Destination Coordinator facilitates the management of the Township of Centre Wellington's tourism marketing program and information centres under the direction of the Manager of Community Development. To identify and assist with the development of tourism product in accordance with the Township's Strategic Action Plan and to nurture brand development of "Elora & Fergus Tourism" and increase community engagement in support of tourism.

#### **Key Major Responsibilities**

**Duties include but not limited to:**

#### **Tourism Marketing & Promotion**

- Implements and monitors an annual tourism management plan including role and function components that are consistent with the Township's Strategic Action Plan. Works cooperatively with the provincial, regional and local tourism partners in promoting Centre Wellington under the direction of the Manager of Community Development.
- Develops and encourages partnerships for tourism marketing opportunities in a cost-effective and efficient manner, distributes and displays material at proven consumer locations throughout region and province.
- Develops and implements industry training opportunities for the tourism sector i.e. workshops, customer service training, hospitality and skills development programs.
- Engages community partners through various outreach programs and opportunities such as speaking engagements, attending partnership events, industry activities.
- Promotes tourism product and initiatives proactively through local media outlets - weekly radio, cable, TV and social media such as Instagram and Facebook.
- Under the direction of the Manager of Community Development assists in identifying opportunities to improve the comfort services for tourists visiting Centre Wellington and works collaboratively with Township and private partners to implement operational and capital projects to meet these demands.
- Under the direction of the Manager of Community Development assist in identifying alternative sources of revenue for Centre Wellington Tourism.
- Assist in the delivery of objectives and initiatives that support the Strategic Economic Development Action Plan as it relates to building tourism as a main economic driver.

#### **Community & Regional Collaboration**

- Develops and fosters ongoing liaison with community groups and tourism organizations, including local Chambers of Commerce, Business Improvement Areas, local and regional Bed and Breakfast Associations, local festivals and events.
- Development of local community based tourism stakeholder's organization, RTO 4, Guelph Tourism, Grand River Conservation Authority, Ontario Tourism Marketing Partnership, Kitchener Waterloo Tourism Marketing Partnership, Ministry of Tourism, St. Jacob Country, Wellington County Economic Development Dept. Festivals and Events Ontario, Networking for Municipal Event Planners.

#### **Staff Guidance & Direction**

- Oversees on behalf of the Manager of Community Development the day-to-day activities of the Visitor Centre including staff and part time seasonal staff. Responsible for supervision on all enquiries managed through telephone, email, web-driven, promotional material inventory, bus and incentive travel tours, business, conference, and group packaging.
- Support, coach, and mentor staff, prioritize and organize daily work to meet operational effectiveness.
- Ensures the Township Information Centre operates in a business-like fashion providing excellent customer service. Ensures staff are informed and up-to-date with current initiatives and practices in the field. Makes sure all tourism product is current and readily available.
- Develops a monthly work schedule for staff and approves time cards.

### Finance

- Develops, recommends, and coordinates tourism marketing and information centre operational and administration budgets and programs in consultation with the Manager of Community Development.
- Researches Grant and Funding opportunities available specifically to the tourism sector and destination management field.

### Film

- Promotes Elora and Fergus as a filming destination. Works closely with filming scouts and clients in the preparation of film permits along with other municipal departments to ensure services are delivered efficiently. Negotiates fees for these services. Provides inspection of film crew and site during the project.

### Tourism Wayfinding Signage Program

- Maintain existing directional tourism signage in collaboration with the Infrastructure Services dept.
- Make recommendations on providing signage opportunities for tourism attractions and tourism-based businesses to promote their location.
- Elevate the Township of Centre Wellington's profile and increase awareness and provide directional information for tourism businesses, attractions and points of interest found throughout the Township.

### Minimum Qualifications and Requirements:

- Post-secondary diploma or undergraduate degree in tourism or hospitality program or related field.
- Minimum of four (4) years in tourism related industry either public or private sector.
- Knowledge of tourism community, department operations and its programs and facilities.
- Ability to work independently and part of team.
- Excellent customer service and communication skills.
- Demonstrated experience in marketing and promotion.
- Excellent writing and evidence of experience creating and editing promotional material.

**Annual Salary:** \$74,365 - \$86,996 (2022 salary range)

**How to Apply:** Township of Centre Wellington, 1 MacDonald Square, Elora, ON N0B 1S0  
via email to: [careers@centrewellington.ca](mailto:careers@centrewellington.ca)

**Deadline to Apply:** **Sunday, August 14, 2022, at 4:00 p.m.**

To learn more about the Centre Wellington community and the requirements for this position, please visit the Township's web site at [www.centrewellington.ca](http://www.centrewellington.ca) and search the Job Opportunities link. Please submit your cover letter and resume in one document in .PDF format and indicate the position title in the subject line of email. The successful candidate will be required to provide proof of current and valid certificate(s) and/or educational qualifications. We thank all those that apply; however only those candidates selected for an interview will be contacted. **No phone calls please.**

*Information gathered relative to this position is done so in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will only be used for candidate selection. Accessibility accommodations are available for all parts of the recruitment process. Applicants must make their needs known in advance.*