Overview

The Tourism & Events Coordinator for the Towns of Lockeport and Shelburne will be a dynamic, results oriented, hands on individual that works well in a team environment or on their own, is able to manage multiple priorities and personalities concurrently while achieving results measured as successful community events attracting tourists and benefiting a wide range of community businesses and organizations. This person will be a take charge professional with the ability to manage administration and logistics for a variety of events, development of tourist packages, promotion of businesses and overall, promotion of our communities and all they have to offer. The individual will work with internal staff, municipal Councils, businesses and community members in the Eastern Shelburne County.

The Tourism & Events Coordinator will be the principal conduit through which attractions, events and tourism initiatives for our communities will be coordinated. The ideal candidate for this position will have a love for event management, provide outstanding customer service, have a good understanding of the economic impacts of community events, have excellent promotion skills and ability to engage our local businesses, develop promotional materials, packages and raising awareness of local business and attractions in our local communities.

This position is contingent on a funding partnership between the Town of Lockeport and the Town of Shelburne and will run from March 31st, 2014 to November 27th, 2015 (20-month term); this partnership will be reviewed in the fall of 2015 to determine if the position will continue beyond its initial term.

Relationships

a) Immediate Supervisor – Manager of Community & Economic Development, Town of Shelburne

b) Direct Reports – No staff, however, may have a summer student for assistance during festivals

c) Contacts – Business community, residents, volunteers, municipal staff members, municipal Council members, donors and others that may be involved in events or promotional activities.
Major Responsibilities/Duties

The level of involvement the Coordinator is expected to have with specific events will be determined by the Towns in advance of the position start date. While the Coordinator is expected to play an important role in the coordination and promotion of all events in Eastern Shelburne County, there will be a limited number of events for which the coordinator will provide additional administrative support or even take on the role of event manager; the intention is to ensure that the events coordinator has a clear picture of the events they are to be focusing on and is not being pulled in numerous directions. This does not mean that the Coordinator would not offer some advice, information or assistance to other events; it means that other events could not be a focus of their time allotment.

The ongoing marketing, tourist engagement, business engagement and promotion of our communities to visitors will always form a key component of the position. Significant responsibilities include promotion of the local communities, development of tourist packages combining events, businesses, etc., synchronization of calendars to ensure maximum benefits to the events as well as community businesses, development and maintenance of a tourism promotion website for Eastern Shelburne County, coordination of industry involvement with promotional website, and overall promotion of the communities and all they have to offer prospective visitors.

1. Event Coordination
   - Ensuring that the development of event planning documents and subsequent maintenance and updating of these as may be required;
   - Preparation and maintenance of annual event calendars and related publications;
   - Responsible for the overall coordination of special events that take place in Eastern Shelburne County;
   - Works with the community groups, businesses, volunteers and municipal staff to make events a success and coordinate the functions of each as assigned;
   - Organizing clean-up responsibilities, road closures and other housekeeping requirements that may be required;
   - Provides direction, coordination and recognition to volunteer groups involved with events;
   - Identifies opportunities for increased economic benefits to be derived from new and existing events;
   - Coordinates the evaluation of events, recommendations for improvement and related documentation for subsequent events

2. Tourism & Marketing
   - Visits and engages local businesses to have them become actively involved in community activities
• Work to develop event and tourism packages promoting local businesses and concurrently attracting tourists to businesses, events and other offerings of our communities;
• Coordinates and/or assists with the development of marketing plans and related materials for events, packages and attractions;
• Coordination of production and distribution of materials for donors, sponsors, participants and others as necessary;
• Maintenance of tourism promotion website and coordination of industry participation in website venture;
• Social media promotion of tourism/events in Eastern Shelburne County;
• Ensure appropriate communications and other marketing materials for community events and attractions are developed and implemented;
• Establish effective working relationships with various individuals, businesses and groups ie. Destination South West Nova;
• Work with local business contacts to assist businesses in deriving increased economic benefits from new and existing events as well as raising awareness.

3. Financial Administration
• Ensures the development and management of municipal budgets ensuring appropriate payments, deposits, etc. are completed as required;
• Works to garner funding partners
• Ensures effective monitoring and reporting of funds from all sources
• Ensures effective monitoring and reporting on funds allocated by municipalities;
• Ensures proper completion of grant applications as may be required;
• Liaise, as required, with organizations providing grants including all reporting requirements.

4. General Administration
• Ensure insurance, legal and health and safety obligations are adhered to;
• Ensure appropriate authorizations are obtained and documented;
• Coordination of staff requirements and related briefings
• Ensure that booking facilities and equipment has been completed;
• Ensure that post event/promotion evaluations and recommendations for improvements for subsequent similar occurrences are documented;
• Represents the Town of Shelburne, Town of Lockeport or the Municipality of the District of Shelburne in a professional manner at meetings related to community events and tourism initiatives as may be required;
• Monitors the events and tourism portions of the municipalities’ websites and provides information for updates as required;
• Helps to develop and maintain an inventory of assets related to events
• Helps to develop and maintain an inventory of businesses in our communities.

Requirements

1. Education
• Minimum Grade 12 Education;
• Financial Management Training or an acceptable level of education and experience;
• Event Management Training or an acceptable level of education and experience;
• Marketing and promotion training and/or experience;
• Software knowledge and proficiency in Microsoft Word, Excel, Power Point, Website maintenance, Graphic programs, and social media expertise is essential.

2. Skills
• Knowledge of community event planning, cultural sector knowledge, and general tourism knowledge are significant assets;
• Knowledge of Municipal Government or related experience is a significant asset;
• Strong initiative and customer service orientation;
• Excellent written and oral communication skills;
• A positive attitude;
• Volunteer management skills;
• Ability to work well independently on several projects concurrently;
• Excellent organizational and creative thinking skills;
• Excellent problem solving skills;
• Experience and comfort with facilitation of committee meetings;
• Confidence to represent the municipalities and their requirements effectively and professionally in various settings (Councils, Tourism Groups, Volunteer Groups, Staff Meetings, etc.)

Hours of Work
This is a full-time grant position with a duration of 20 months. The successful candidate will be expected to work an average of thirty-five (35) hours per week, however, specific start and finish times will vary to enable the incumbent to attend events and meetings as required. The location of work is expected to be an average of two (2) days per week in Lockeport and three (3) days per week in Shelburne. Vacation and benefits will correspond with the standard practices of the Town of Shelburne.

Compensation: $17.50 per hour