

Western New Brunswick

Service Commission

POSITION: Regional Tourism Coordinator

REPORTS TO: CEO or designated corporate staff member

JOB TYPE: Full-time, Permanent, In Person (current location 3143 Main Street, Centreville)

Position Summary:

The Regional Tourism Coordinator is responsible for promoting Western New Brunswick as a tourist destination by developing and executing marketing strategies, campaigns, and promoting local events that highlight the region's unique attractions. This role focuses on increasing regional tourism visitation, improving the destination's reputation, and working closely with local businesses and tourism organizations to ensure a positive impact on the local economy.

Supervisor: CEO or designate

Key Responsibilities:

- **Develop & Execute Marketing Campaigns:** Create and implement tourism marketing strategies that showcase the region's attractions, culture, and events to potential visitors through various platforms (social media, websites, brochures, etc.).
- **Promotional Material Creation:** Design and distribute promotional materials (e.g., brochures, videos, newsletters) to raise awareness about the region's tourism offerings. Ensure all content aligns with the brand image of the region.
- **Partnerships & Stakeholder Engagement:** Build and maintain relationships with local tourism businesses, government agencies, event planners, and other stakeholders to collaborate on promotional activities and regional tourism initiatives.
- **Event Promotion & Coordination:** Promote and support local tourism-related events, festivals, and activities to boost visitor attendance. Assist in organizing these events when necessary.
- **Public Relations & Media Outreach:** Engage with media outlets (traditional and digital) to secure coverage for tourism events, initiatives, and the region as a destination. Build and maintain relationships with journalists and influencers to amplify the region's visibility.
- **Social Media Management:** Oversee the region's tourism-related social media accounts and digital presence. Create engaging content to attract visitors and maintain an active online presence.
- **Tourism Data Collection & Reporting:** Gather and analyze tourism statistics, visitor feedback, and trends to assess the success of promotional efforts and adjust strategies accordingly. Report on key performance metrics. Preparation and presentation of updates and reports to the Board of Directors and key stakeholders.
- **Brand Development:** Strengthen and promote the destination's brand by ensuring consistent messaging and representation across all marketing materials and platforms.

- **Networking & Industry Representation:** Represent the region at tourism conventions, trade shows, and industry networking events to attract new visitors and partnerships.

Qualifications:

- Bachelor's degree in Marketing, Communications, Tourism Management, or a related field, or equivalent diploma or work experience.
- Proven experience in tourism marketing, event coordination, public relations, or marketing.
- Strong communication and interpersonal skills with the ability to collaborate with diverse stakeholders.
- Familiarity with social media platforms, digital marketing tools, and content management systems.
- Experience in website development and management.
- Creativity and a keen eye for detail when creating promotional content.
- Knowledge of the region's tourism assets, attractions, and unique selling points.
- Strong project management skills and the ability to manage multiple campaigns simultaneously.
- Ability to work independently and as part of a collaborative team.

Additional Skills:

- Experience with graphic design tools is a plus.
- Knowledge and experience using Crowdriff considered an asset.
- Fluency in French considered an asset, but bilingualism is not a requirement.
- Ability to adapt to changing priorities and work in a fast-paced environment.

Work Environment :

The regular work week is 35 hours, 8am – 4pm, Monday through Friday. The successful candidate will be required to be available for occasional evenings or weekend meetings, have a valid driver's license and be available to travel regularly within the region and occasionally outside of the Region or Province when required. This position is not a work from home or hybrid work position, the individual will be required to work from the Commission office, currently located in Centreville, NB.