

Western New Brunswick

Service Commission

WESTERN NEW BRUNSWICK SERVICE COMMISSION

Job Description

Regional Tourism Coordinator

Job Purpose

The Regional Tourism Coordinator is responsible for the services delivered by the Regional Destination Marketing Organization (RDMO) housed within the RSC. The role of the RDMO is to promote the region to sustainably increase the number of visitors to West NB, promote the development and marketing of the region focusing on tourism marketing and services.

Supervisor

CEO of the Western NB Service Commission or designate.

Relations with partners, committees and organizations:

- Regional Tourism Advisory Committee (RDMO Committee)
- Municipal Tourism Staff
- Staff of the Provincial Department of Tourism, Heritage, and Culture
- West NB Economic Development
- Community organizations
- Other agencies, including funding agencies

Primary Responsibilities –

Governance and Administration:

- Leading the implementation of a Regional Tourism Promotion Strategic Plan and the recommendations of that plan
- Serve as a resource to the Western NB Service Commission Board of Directors to make informed policy decisions related to regional tourism
- Compile information, prepare reports, interpret and present it to Western NB Service Commission Board of Directors, and other groups as required or requested by supervisor
- Keep the CEO informed of important issues affecting the development and delivery of programs and services
- Attend and participate in meetings and present reports, prepare agendas and minutes of Committee meetings

Financial Management:

- Identify new sources of funding, prioritize the efforts required in this regard and provide advice and guidance to member municipalities to help them take advantage of new sources of funding
- Maintain good working relationships with funding agencies
- Oversee and file accountability reports for our funding partners

Tourism:

- Manage activities related to strategic planning; experience and product development and marketing as directed by the strategic plan
- Keep informed of programs and services that the WNBSC could receive funding for
- Establish and maintain relationships with a wide range of stakeholders, including citizens' groups, all levels of government, and tourism operators
- Represent the West NB Service Commission on relevant committees, networks and joint projects

Communication:

- Strong written and oral communication skills
- Explore the creation of products necessary for tourism promotion
- Manage the WNBSC social media accounts related to regional tourism

Human Resource planning and management:

- Work alongside additional staff hired under the Regional Tourism mandate

The ideal candidate will demonstrate:

- Knowledge of services, organizations and events in the Western New Brunswick Region
- Experience in writing proposals and funding applications
- A keen interest in tourism overall, and willingness to learn with an open mind, and collaborative outlook
- The ability to work with diverse groups, such as: volunteer committee members, staff, community stakeholders and government agencies
- Ability to work independently, while also being comfortable in a team environment where collaboration and consensus building are valued

Qualifications of the successful candidate will include:

- Degree or diploma in Business Administration/Marketing, Communications or Tourism
- Experience in staff and project management
- An equivalent combination of education and experience may be considered
- Experience in financial and project management
- Fluency in spoken and written English
- Fluency in spoken and written French considered an asset
- Proficiency in the use of Microsoft Office and social media platforms
- Excellent interpersonal and communication skills

The regular work week is 35 hours. The successful candidate will have to be available to occasionally work evenings and weekends, have a valid diver's license and be available to occasionally travel outside of the Region and Province when required. The salary scale will be \$55,000 - 65,000 annually plus benefits.

The Regional Tourism Manager position will be located at the WNBSC office, currently located at 3143 Main Street, Centreville.