



EMPLOYMENT OPPORTUNITY TOURISM MANAGER

The District of Carleton North was created through the Province's Municipal Reform and is effective January 1, 2023. It includes the same areas that form the Carleton North high school catchment, and that has brought the communities together for the past 45 years. Just like Carleton North High School, the new District of Carleton North will serve and support this entire region on local government matters.

The Tourism Manager is responsible for developing, leading, initiating, and collaborating with multiple stakeholders to implement and promote quality tourism products, services and experiences that align with an aggressive tourism strategy. As Tourism Manager, you will work closely with the business community, provincial and federal government, public and interest groups to build strong partnerships in the delivery of quality initiatives for the purpose of expanding the tourism offerings in the district. The incumbent will also design and administer competitive marketing strategies and conduct market research to foster an appealing public image to promote the district.

Main Duties:

- Assist in development and implementation of quality/tourism driven festivals and events strategy including rationalization/enhancement of existing festivals and events and creation of on-theme events (ex: Agricultural Heritage, French Fry Capital of the World®).
- Manage existing and new municipal owned tourism sites and facilities.
- Assist in the development of plans for new tourism sites (both private and municipal owned).
- Development and implementation (including distribution) of advertising and marketing strategies and any related activities designed to promote awareness of, interest in, and support of DCN's tourist attractions, for the purpose of generating positive economic impact.
- Assist in preparing strategic tourism plans and initiating economic development for tourism.
- Recruit, train, schedule and oversee all tourism staff and volunteers.
- Maintain active contacts and facilitate partnerships between businesses, organizations, all levels of government, communities, education, and financial institutions.
- Become familiar with and promote available government programs which assist with economic development of the community and/or region.

Qualifications:

- Completion of a post-secondary degree or certificate in Business or Public Administration or relevant experience.
- 3-5 years of experience in the development and delivery of business development plans, tourism and/or marketing strategies.
- An equivalent combination of education and experience may be considered.

The complete job description can be seen at www.carletonnorth.com under the heading Job Opportunities.

Please include a cover letter with your resume. Application deadline is March 1st, 2023. Only those selected for an interview will be contacted.

Resumes may be e-mailed to lesley.mcbride@carletonnorth.com.