

Tourism Development Assistant
Community, Engineering, Development & Planning

POSITION PROFILE

Tourism Development Assistant

City of Corner Brook

Position Overview

Reporting to the Tourism Coordinator, the **Tourism Development Assistant** is responsible for supporting the Coordinator and the efforts of the City's tourism and business sectors in the development of the City's tourism sector. The Tourism Development Assistant will liaise with various internal and external stakeholders for the purpose of gathering and communicating information necessary for project coordination within the divisions.

Duties and Responsibilities

- Assisting with the coordinating and delivery of multiple activities at different locations while organizing work to meet project deadlines.
- Attending project meetings and presentations and completing any associated follow-up documentation.
- Arranging meetings and scheduling appointments; receiving visitors and calls for information requests, directing calls and/or relaying information to the appropriate parties; making travel arrangements and conference reservations; monitoring and maintaining office supplies for the divisions.
- Meeting daily with the Tourism Coordinator to review and advise on the status of ongoing assignments and to receive direction in carrying out ongoing and future projects.
- Liaising and following up with staff where required to ensure projects are delivered on time.
- Assist with production of promotional materials, displays, and presentations. Ensuring adequate inventory as necessary.
- Within the boundaries of City communications policies and protocols, assisting with the administration of social media accounts, including the creation, scheduling, and monitoring of social media posts and messages.
- Assesses, develops, recommends and implements programs that will enhance the City of Corner Brook's profile and digital imprint and reputation as a tourism destination.
- Researching internet and print material, often in collaboration with other departments,

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municipalities, businesses, or other industry stakeholders to assist the Tourism Coordinator in preparing and completing reports, projects, and presentations.

- Answer telephone calls, or in-person general inquires, assist the public with questions and concerns, provide referrals or take messages and/or forward information to the applicable person. Provide clients with information about the City of Corner Brook (i.e. geography, demographics, etc.)
- Coordinate meetings and/or special events, which include schedules, invitations, meeting rooms, agendas, and document distribution.
- Complete general office tasks such as incoming and outgoing mail and faxes, type documents and photo copy materials, prepare purchase orders and process invoices, etc.
- Draft written material related to reports, publications and research to help coordinate information dispersal.
- Develop and maintain inventory of tourism sector attractions.
- In consultation with Tourism Coordinator develop and maintain working set of tour itineraries.
- Monitor status of and visitor experience with Visitor Information Centre's in western region.
- In collaboration with the Corner Brook Port Authority & other stakeholders plan for and assist with logistics for cruise ship visits.
- Assisting with the delivery of City-owned tourism attractions, such as the Mill Whistler street train program.
- Attend conferences and/or seminars etc. on an as required basis
- Creating, coordinating, and overseeing day-to-day office operations, including maintaining an inventory of office supplies and equipment
- Working within the divisional Filing System, ensuring security of files and appropriate record retention.
- Meeting management functions including agenda preparation and recording, compiling, transcribing, and distributing minutes.
- Creating documentation, forms, manuals, reports, data files, and procedures as necessary on a project-to-project basis.

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- Other related duties and responsibilities as assigned

Key Success Factors

- At a minimum must possess a diploma in Business Administration or a related field from a recognized post-secondary institution.
- Must possess a minimum of three (3) years of experience in an administrative role, preferably in a municipal environment or with relevant tourism-industry experience.
- Must possess a minimum of three (3) years of experience in a role related to project coordination.
- The ideal candidate will be a creative thinker with experience in customer service and product design.
- Should have experience in minute-taking.
- Must possess strong computer skills.
- Must have excellent written communication skills.
- Must have exceptional time management/organizational skills.
- Must have the ability to work in a fast-paced environment.
- Must be mindful of provincial privacy legislation and be prepared to keep private City and stakeholder information in strict confidence.
- Carry out job related duties in accordance with OHS Regulations & City Policies.

Additional Considerations

- Normal City work hours are daily Monday to Friday (8:30 a.m. – 4:30 p.m.)
- Incumbent may be expected to work after hours and weekends as per the City's overtime policy

Last Revised: April 2022