



EMPLOYMENT OPPORTUNITY

Community Services – Assistant Tourism Development Coordinator, contract

This position involves assisting the Tourism Development Coordinator with the primary responsibilities of Discover Uxbridge, Tourism at the Township of Uxbridge, including promoting Uxbridge as a four-season visitor destination. This is a full-time summer position which includes some weekends and occasional evenings.

Tourism is responsible for marketing and communications initiatives, creating new tourism product offerings, implementing the tourism strategic plan, fostering government and stakeholder alliances, securing sponsorships and partnerships and encouraging new business growth.

The ideal student candidate should have an interest in the tourism sector, and/or marketing. The successful candidate will be responsible for helping with various marketing tasks and working at local tourism-related events.

Duties and Responsibilities

- Attending local tourism events (weekends) to work at the Tourism Trailer/Tent providing relevant collateral and information to visitors. This would include set-up and tear down for each event.
- Ensuring marketing materials are up-to-date and fully stocked and organized in the Tourism Trailer.
- Assisting with the roll-out of Tourism related promotional programs.
- Assisting with photography, videography for social media promotion
- Updating the DiscoverUxbridge.ca website with upcoming events
- Distribution of marketing materials and communications to Tourism Ambassadors
- Tracking and analyzing the impact of social media and website efforts
- Facilitating consumer surveys with event organizers to track the number of tourists.
- Inputting visitor data to compile and analyse results.
- Comply with provincial occupational health and safety legislation, regulations, policies and procedures.
- Maintain confidentiality in accordance with the Municipal Freedom of Information and Protection of Privacy Act.
- Deal courteously and effectively with the public, staff, suppliers, contractors, other departments and levels of government;
- Other duties as assigned.



Qualifications and Competencies

- A team player with strong interpersonal and communication skills
- Demonstrated ability to be independent and a self-starter.
- Ability to multi-task and prioritize.
- An awareness of the events and tourism assets in Uxbridge
- Experience with Facebook, Instagram, and X (Twitter) is an asset
- Experience with Microsoft Office, Canva, WordPress, I-Movie and Google Analytics is an asset
- Ability to work flexible hours, including evenings and weekends, as required.
- Driver's licence and access to a vehicle is an asset.

The Township of Uxbridge is prepared to offer the ideal candidate a competitive hourly wage of \$16.85.

If you are interested in joining our team, please forward your resume to Katlyn Jones, Uxbridge Historical Centre, 7239 Concession Rd 6, PO Box 1301, L9P 1N5, or email kjones@uxbridge.ca, specifying the role you are interested in. Resumes will be accepted until **Friday April 19th, 2024**.

This position is subject to providing proof of full vaccination against COVID-19 in alignment with the Township Policy September 23, 2021, COVID-19 Vaccination Policy. Successful candidates will be required to be fully vaccinated with a Health Canada or the World Health Organization approved COVID-19 vaccine series with the final dose at least 14 days prior to your start date. The Township will consider cases requiring accommodation as stipulated by relevant employment standards legislation or regulation and/or the Ontario Human Rights Code.

The Township of Uxbridge is an Equal Opportunity Employer that is dedicated to an inclusive, barrier-free recruitment and selection process. The Township is committed to diversity, equity, and inclusion within its community and organization, and welcomes and encourages applications from Indigenous Peoples, people of colour, women, persons who live with disabilities, people from 2SLGBTQI+ communities, and people from diverse communities. When requested, the Township of Uxbridge will accommodate applicants throughout the recruitment and selection and/or assessment process, pursuant to the Ontario Human Rights Code. These commitments also apply to our Board and Committee recruitment and selection processes.

Personal information is collected in accordance with the Municipal Freedom of Information and Protection of Privacy Act.