

# TOWN OF VEGREVILLE



## EMPLOYMENT OPPORTUNITY

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## TOURISM COORDINATOR

### POSITION SUMMARY

As the Town of Vegreville evolves, so do our employment opportunities. Our work culture includes a dynamic mix of professionals, with a diversity of skills and expertise. Under the direction of the Community Engagement & Economic Development Manager, the employee in this position will oversee the Town of Vegreville's Tourism operations including the day-to-day operations of the Visitor Information Centre and bookings at the Municipal Campground. This employee will also be tasked with the planning and executing of community events that enrich the lives of both residents and visitors of Vegreville. The ideal candidate must possess exceptional interpersonal, communication, and leadership skills as a respected member of an effective team that serves the public with courtesy and respect.

### DUTIES & RESPONSIBILITIES

- Management of Vegreville's Visitor Ambassador Team including, in partnership with the Town of Vegreville's Human Resources Officer, recruitment and hiring as well as supervision and scheduling.
- Oversee operations at the Visitor Information Centre and Municipal Campground including purchasing, reporting, campground bookings and more.
- Plan and attend Vegreville Tourism Advisory Board meetings, including minute and agenda preparation.
- Coordinate, execute, and manage tourism initiatives, projects, and activities with the support of an Advisory Board, Town Council, and related Town departments.
- Provide financial planning, budgeting, and monitoring for annual operating budgets.
- Spearhead and support events and partnerships while facilitating collaboration amongst community organizations and non-profits.
- Build and foster productive working relationships with industry stakeholders, businesses, tourism partners, and local assets.
- Create and edit promotional marketing material and social media content
- Research and identify grant opportunities, partner on applications, administer budgets, and compile reports and statistical metadata.
- Collect and compile information to evaluate the success of tourism initiatives, projects, events, statistics, and expenditures.
- Facilitate effective internal and external communications, including promotion of regional tourism-related events, businesses, services, and initiatives.

### KEY COMPETENCIES & QUALIFICATIONS

- Post-secondary training in tourism, hospitality, marketing, office administration, or related field.
- Equivalent combination of education and experience will be considered, combined with a working knowledge of the industry, community, and region.
- A strong understanding of Vegreville and the surrounding tourism region is a must.
- Supervisory and leadership experience, with the ability to mentor, coach, and inspire others.
- Strong understanding of social media content creation and management including familiarity with Hootsuite, Meta Business Suite, Loomly and Canva.
- Previous experience with municipal booking software programs like Intelligenz will be considered an asset.
- Ability to work cooperatively, supporting and coaching co-workers in a positive team environment, sharing work expertise and knowledge.

- Effective interpersonal skills in dealing with staff, peers, board members, the public, and Council under all types of conditions.
- Excellent demonstrated organizational abilities and composure to comfortably work within specific timeframes in a fast-paced atmosphere.
- Ability to work independently and with limited supervision.
- Strong verbal and written communication skills.
- A high degree of personal initiative, as well as integrity and professionalism.
- Ability to maintain a high degree of confidentiality.
- A Class 5 Driver's License

**Application deadline is February 27, 2023. To apply to this position, email your resume and cover letter to [hr@vegreville.com](mailto:hr@vegreville.com).  
Thank you to all that apply. Only those selected for an interview will be contacted.**