

TOWN OF HAMPTON

JOB TITLE: TOURISM COORDINATOR

REPORTS TO: CHIEF ADMINISTRATIVE OFFICER

**KEY RESPONSIBILITIES: MUNICIPAL TOURISM PLANNING AND PROGRAMS
REGIONAL TOURISM REPRESENTATION**

CLASSIFICATION: CONTRACT POSITION (Contract period: April 2 -Nov 30, 2018)

Job Summary:

The Tourism Coordinator shall be responsible for the planning, organization, representation and integration of the Town's tourism initiatives as related to local, regional and provincial outcomes. The Tourism Coordinator brings together the many constituencies under the tourism umbrella to unify efforts and promote all aspects of tourism in the community. The Tourism Coordinator will provide expert professional assistance to town management and committees in the area of municipal and regional tourism initiatives. Other responsibilities will include program planning, budgeting, administration, as well as support in the operation of the local Visitor Information Centre. The Tourism Coordinator is responsible for accomplishing department objectives and goals within guidelines established by the Town Council and the Chief Administrative Officer. This will be carried out in collaboration with the Economic Development and Tourism Committee and the Tourism Sub-Committee.

Primary Relationships:

The position reports to the Chief Administrative Officer. This position participates with Council, the Chief Administrative Officer and other management staff in charting the direction of the Town of Hampton, assuring its accountability to all residents, and ensuring its effective operation. The incumbent liaises with various advisory committees (including sub-committees) as appointed by Town Council as well as other Government and Non-Government organizations.

The principal responsibility of the Tourism Coordinator is to work with the Tourism Sub-committee and other management staff to coordinate and implement the Town of Hampton "Tourism Action Plan".

Key Deliverables:

The Tourism Coordinator, working with the relative committee's and associated staff, shall perform the following services:

- Investigate and capitalize on opportunities realized through the 2018 Year of Canada-China Tourism
- Identify market readiness and product development opportunities for select tourism operators and attractions
- Organize/coordinate a "Familiarization Tour" for tourism operators/attractions to increase product awareness and cross promotion
- Continuous update of a database/inventory of tourism operators, attractions, municipal parks and facilities, historical/cultural sites, programs/events and potential operators
- Participate on behalf of the Town of Hampton in the Tourism Industry Association of NB (TIANB) World Host pilot project

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- Organize learning and networking opportunities/workshops for local tourism operators through TIANB, local Chamber of Commerce and provincial tourism organizations (I.e. TIANB World Host Initiative)
- Participate in tourism working group of the Sussex/Hampton Economic Development Working Group and implement action items as necessary that are derived from the committee relevant to the Town of Hampton's participation in regional initiatives
- Continue participation and pursue opportunities through the Lower River Passage marketing organization
- Continue participation and pursue opportunities through the UNESCO Stonehammer GeoPark partnership organization
- Continue participation and pursue opportunities through the Quilt Barn Tour partnership organization
- Work with Tourism Sub Committee in developing and implementing wayfinding signage for key tourism related attractions and facilities throughout the town as it relates to an overall wayfinding plan
- Work with Tourism Sub Committee to Investigate opportunities to formalize tourism brand "It's our Nature" with tourism operators and like-minded community organizations and businesses
- Review and update TODS (Tourism Oriented Directional Signage)
- Review and provide relevant tourism online content, working in conjunction with communications officer updating photos and video inventory
- Work with the Tourism Sub Committee and the Town's Communication Officer to introduce new technology platforms relevant to the tourism sector

The above "key deliverables" reflect the general details considered necessary to describe the principle functions of the position identified and shall not be construed as a detailed description of all the work requirements that may be inherent with the position.

Requirements:

- High School Graduation with training/certification in field of Hospitality and Tourism or Community Development
- Five years of related experience in the industry and/or previous management experience in the field
- Valid Class 5 driver's license
- Good communication, interpersonal and leadership skills
- Has extensive knowledge/skills in:
 - o Tourism/Culture Program coordination and administration
 - o Municipal tourism/culture programming
 - o Municipal and Regional travel routes, history and culture
 - o Public relations, including use of Social Media

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Working Conditions:

- This position is based on a 20 – 25 hr/wk work schedule with the use of flex time as required in order to fulfill responsibilities
- Mostly inside work, with customer service and moderate physical exertion
- Access to own vehicle as travel to various locations is required
- Potential to supervise 5-10 junior staff, students, and/or volunteers
- Will be required to fulfill operational functions along with management and supervision duties

THE ABOVE JOB DESCRIPTION REFLECTS THE GENERAL DETAILS CONSIDERED NECESSARY TO DESCRIBE THE PRINCIPLE FUNCTIONS OF THE POSITION IDENTIFIED AND SHALL NOT BE CONSTRUED AS A DETAILED DESCRIPTION OF ALL THE WORK REQUIREMENTS THAT MAY BE INHERENT WITH THE POSITION.

I, _____, have reviewed the above detailed Job Description of the Town of Hampton Tourism Coordinator and I accept the responsibilities and duties related to the position as stated herein.

Tourism Coordinator
Town of Hampton

Richard Malone
Chief Administrative Officer

Dated: _____