

TOURISM & COMMUNICATIONS OFFICER

Salary: \$59,498 to \$74,373 plus Benefit Spending Allowance

CLOSING DATE: NOON – June 9, 2023

YOUR OPPORTUNITY

Are you tech savvy and enjoy creating engaging and informative social media? Are you knowledgeable about tourism, recreation, and communication? Do you excel at planning, organizing, and evaluating programs and projects? Do you enjoy collaborating and liaising with diverse stakeholders and community groups, promoting recreation and tourism as a critical pillar for quality of life and wellbeing? If yes, this might be the opportunity for you!

In our newly created role of Tourism & Communications Officer, the incumbent will be instrumental in leading the development and implementation of a marketing and communications strategy aimed at increasing tourism, community recreation programming and brand awareness for the Town of Oromocto. The incumbent will be a visible and active member within the Town and organization, collaborating and liaising with community stakeholders, local community groups, cultural sector partners, and local business community.

The incumbent will work in a team environment however they will also be required to exercise independent judgement, initiative, and creativity, and be able to deal effectively with the public and partners in a professional and courteous manner. Extended or irregular hours may be required on occasion.

WHY OROMOCTO

Oromocto is located within the Capital Region of New Brunswick and is home to the Canadian Forces Base Gagetown, one of the largest military training centres in the Commonwealth. Over 25,000 consumers live within a 10 km radius. The Town of Oromocto provides all the advantages of a well-serviced urban centre yet prides itself on having a small-town ambiance. Its multitude of trails, parks, and rivers is an outdoor enthusiast's dream and contributes to the overall quality of life. Oromocto is just minutes from the international airport, 15 minutes from Fredericton and an hour from the City of Saint John. We are a vital community with outstanding municipal services, a reliable labour force and an exciting quality of life.

WHAT WE OFFER

- 1.25 days/month of vacation
- 1.50 days/month of sick credits
- Define Benefit Pension Plan
- Comprehensive benefits package or Benefit Allowance
- Opportunities for professional development and training
- Employee and Family Assistance Program (EFAP) and services

DUTIES & RESPONSIBILITIES

- Conduct research to identify trends in recreation and tourism not only within the province, but nationally and internationally.
- Research new tourism options to best promote tourism, services, and attractions in the Town. Conceptualize new promotional marketing literature and market the Town through social media sites, website, brochures, and print media.
- Lead the development and implementation of a marketing and communications plan aimed at increasing brand awareness for the Town and the Recreation & Tourism Department, in coordination with team members.
- Liaise with local Tourism and cultural sector partners, stakeholders, and businesses to identify and promote advertising partnership opportunities and literature distribution plans.
- Create and update Tourism, cultural and heritage marketing literature and Provincial Tourism and Town websites.
- Develop, implement, and manage social media and marketing campaigns, ensuring a cohesive message and brand. Create engaging and informative social media, website, video and print content and graphics.
- Monitor and report regularly on social media outreach and update social media editorial calendar.
- Keep up to date with latest social media, recreation and tourism best practices and technologies.
- Assist with the planning and implementation of recreation programs and special events, which may entail attending committee meetings, invoicing, assisting others to plan and implement their respective tasks, and assisting the Director with the coordination of Town support.
- Assist the Recreation & Tourism Director in preparing an annual budget in adherence with procurement and reporting policies.
- Duties, tasks, and responsibilities may change as the Department and Town evolve.

EDUCATION AND EXPERIENCE REQUIREMENTS

- Post-Secondary degree/diploma in Tourism/Hospitality, Business Administration (Marketing and/or Communications), Recreation, Kinesiology, Leisure Studies, or other relevant area of study.
- Minimum of 4 years' related experience
- Experience developing, planning, implementing, and evaluating recreation programs and special events.
- Experience researching, developing, implementing, and evaluating marketing and communications strategies and tactics.
- Experience with current social media/communications platforms and applications.
- Proficient in the use of Microsoft office technology, software and applications.
- Written and spoken ability in English is required. Spoken ability in French would be an asset.

SKILLS AND QUALIFICATIONS

- Highly driven and results oriented.
- Effective interpersonal skills and proven ability to exercise sound judgment and tact.
- Functional skills with graphic design, video production, photo/ image development and brochure creation an asset.
- Excellent communications skills with a demonstrated ability to write for the web and social media. Strong attention to detail.
- Ability to effectively manage multiple projects and meet deadlines.

APPLYING FOR THIS POSITION

Your resume must clearly demonstrate how you meet the requirements of the position. Please include any educational Degrees, Diplomas and/or Certificates that are relevant and required for this position.

Applicants can forward a completed [Application for Employment Form](#), resume, cover letter, and a portfolio of their work that they feel demonstrates their abilities relative to this position. Submissions can be sent in confidence to:

Town of Oromocto, Human Resources
hr@oromocto.ca

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Thank you for your interest.
However, only those candidates selected for an interview will be contacted.

