

Benefit from work-place

balance

The Town of Sylvan Lake is a thriving, connected lakeside community that is resident focused, visitor friendly and THE place to do business. Fifteen minutes from Red Deer, and an hour and a half from both Calgary and Edmonton, we offer the amenities of a larger center with the relaxed living atmosphere of a smaller community. With abundant year-round recreational and cultural activities, we have definitely earned the name of “Brilliant All Year!”

The Town of Sylvan Lake’s mission is to deliver responsible municipal services and infrastructure that support an outstanding quality of life, unforgettable experiences, and a strong, diverse economy. We achieve that through our values of integrity, accountability, engagement, innovation, diversity and inclusion and our highly skilled workforce.

Would you like to work with a dynamic, agile, and resilient team in a beautiful community where people come to vacation? If so, you may be interested in this new position that we’d like to fill as soon as possible:

**Tourism Administrator – Permanent, Full-Time
Hourly Wage \$30.08-\$35.91**

The Tourism Administrator works in collaboration with the Culture & Tourism team to engage the community and build the Town’s tourism brand by supporting destination and events marketing and providing visitor information services. This position is central to finding, curating, and unifying entertaining and functional information that celebrates Sylvan Lake’s unique culture and value as a year-round tourist destination.

Key accountabilities in the role are to create, source marketing content and maintain day-to-day destination marketing channel management, and work with the Culture & Tourism team to translate marketing creative into marketing materials in alignment with Brand Guidelines. Initiatives include the development and regular distribution of visitor and tourism partnership newsletters. This dynamic role will include coordination of and attendance to marketing activities (i.e., trade shows) and supporting administration of the tourism program by maintaining files and records, updating online systems, and maintaining contact with tourism partners, influencers, and sponsors.

A tourism, marketing, communications, or a similar diploma and one year of relevant experience is required. Excellent written tourism marketing communication skills are critical. Familiarity with Sylvan Lake or willingness or the desire to become familiar is required. Experience with Adobe Creative Suite and graphic design skills are an asset, as are advertising experience and photography, videography, and editing skills.

Candidates best suited for this role will be growth-oriented with a proven ability to build and maintain brands in a professional manner, have a high degree of personal initiative, organizational skills, integrity, professionalism, and political sensitivity. Excellent written and graphic communications skills and the ability to adapt style and content to suit a wide variety of mediums will be required. Skills and experience in social media management, advertising, website management, content creation, sales, and public relations and the ability to design brand growth around an intuitive understanding of the existing and ideal customer base will allow you to hit the ground running.

Exceptional customer service skills and the ability to develop and maintain constructive internal and external relationships, along with promoting a positive and supportive work environment for staff is required. If you are flexible, adaptable, creative, innovative, and enthusiastic, we would love to hear from you!

A valid class 5 driver’s license and a vulnerable sector criminal record check satisfactory to the Town of Sylvan Lake is a condition of employment.

In exchange for your skills and services, we offer competitive pay, health and wellness benefits, training and development opportunities, recognition, flexibility, and support for you to maintain a work/life balance that meets your needs.

To apply, send your resume and cover letter to employment@sylvanlake.ca by April 30, 2024.

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The Town of Sylvan Lake is an equal opportunity employer and strongly supports diversity in the workplace; all candidates who are authorized to work in Canada and meet the qualifications are welcome to apply. We thank all applicants for their interest in this position; however, only those candidates who are selected for an interview will be contacted.