

Town of Caledon

make a difference



Job Title: Officer, Tourism & Culture (Permanent, Full-Time)
Closing Date: April 16, 2021; 11:59 pm

Town of Caledon is a dynamic municipality that successfully balances urban, rural and agricultural communities. Our energetic staff are guided by our core values that create an environment for continuous improvement and customer service excellence.

In addition to offering exciting career opportunities, the Town also provides a competitive and comprehensive total rewards package. Come see how you can **make a difference**.

In this role as a key player you will develop and implement plans to attract and sustain tourism visitation and business in Caledon in support of Economic Development and Tourism objectives.

The Opportunity

Reporting directly to the Manager, Economic Development (temporarily reporting to the Director, Customer Service & Communications), this role entails implementing a town-wide Tourism Strategy and working with community partners to implement Corporate and Council directives. The incumbent of this role will develop business plans and engage stakeholder groups. The incumbent will also analyze and develop marketing plans, promotional information, and develop models for information collection, assessment, analysis, execution and performance measures of projects.

COVID-19: *In consideration of the current pandemic and Public Health orders, the Town of Caledon is providing limited in-person services as Town Hall is open to the public by appointment only. The successful candidate for Officer, Tourism & Culture will be required to work a flexible schedule, including in the office, remotely and after hours (as required).*

The Ideal Candidate

We are seeking a strong communicator with a demonstrated understanding of and interest in community engagement practices. The ideal candidate is a professional with a post-secondary degree/diploma in tourism, business or marketing, and at least 3-5 years direct experience in the tourism and/or culture industry (marketing and public relations preferred). This candidate currently holds or is working towards a Certified Economic Developer Designation and remains current with economic development news, practices, and trends. The incumbent will have experience developing, implementing and reporting strategic plans. The ideal



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candidate will have superior interpersonal skills, and a demonstrated ability to build strong working relationships.

This position offers a salary range of \$71,552.88 - \$84,616.97 plus a competitive benefit package.

Satisfactory passing of a criminal record check, and proof of qualifications will be required of any successful candidate(s) for this position

The Town is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds. The Town is an equal opportunity employer that is committed to an inclusive and barrier-free workplace. If your application requires accommodation, please contact Human Resources at (905) 584-2272 Ext. 4738.

How To Apply

To learn more about employment with the Town of Caledon and to apply for this exciting and challenging opportunity, visit: www.caledon.ca/careers

If needed and upon request, this document can be made available in an alternative format.



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