

## Job Opportunity

**The Corporation of the Town of Orangeville**  
invites applications for the position of

### **Tourism and Culture Officer** **Community Services Department** (Full-time position, 35 hours per week)

The Town of Orangeville is seeking a Tourism and Culture Officer. This role is responsible for the development and implementation of the community's cultural and tourism portfolios. Supporting overall Economic Development, Culture and Tourism objectives, the position will develop tourism and cultural strategies, programs and services, and work to encourage the establishment, retention and expansion of new and existing tourism and cultural enterprises, tourism drivers and assets.

#### Job Duties:

- Implementing the Town's Tourism Strategy and Action Plan through the development and implementation of cultural and tourism initiatives, programs, and investment opportunities to increase community visitation, expand existing tourism/cultural assets, and brand Orangeville as a tourism and cultural hub.
- Leading the engagement and co-ordination of industry participants, stakeholder groups, organizations, government agencies, etc. to draft policies and deliver programs, projects, and community-wide initiatives that will encourage attraction, retention, and expansion of tourism/cultural businesses, organizations, and sectors in Orangeville,
- Creating marketing plans, promotional materials, advertising programs and communication strategies for tourism and cultural initiatives and investment opportunities; and overseeing website maintenance and implementation of promotional plans.
- Developing, promoting, and delivering presentations, events, and workshops, collaborating with community and external partners for sponsorship and engagement.
- Providing input for the annual operating budget for Economic Development and Culture; and drafting funding proposals, RFPs and participating in partnership outreach for revenue generation.
- Creating performance measures and reporting in the areas of tourism and culture; maintaining tourism development statistics, including data analysis and preparation of reports as required.
- Supervising one staff member, assuming supervisory duties when the Manager is absent.
- Other duties as assigned.

Qualifications:

- University Degree in Marketing, Communications, Business, Economics, Public Administration, or a related discipline.
- Completion of, or working towards, a Certified Economic Developer Designation is an asset.
- A minimum of four (4) years of work experience in a related tourism/culture industry, preferably with experience in marketing and demonstrated success in creating programs and processes; and developing, implementing, and reporting on strategic plans, marketing, promotion, and public relations.
- Previous experience in an Economic Development office and municipal government environment is an asset.
- Knowledge of small business and economic development related regulations, programs, and services; experience in counselling business owners and tourism and cultural organizations; and experience in creating and editing marketing and communications materials for print, radio, web, and social media.
- Supervisory experience is an asset.
- Valid Ontario G license and access to vehicle for business purposes.
- Excellent communication and customer service skills; organizational skills with attention to detail; ability to meet deadlines and manage multiple concurrent projects and tasks; superior interpersonal skills, including the ability to manage relationships with long-term impacts, and work effectively in a team; strong research, analytical, and problem-solving skills; and project management skills.
- Computer skills including use of Microsoft Office (Word, Excel, Outlook, PowerPoint, Teams), and Microsoft CRM, and proficiency in website content management systems and social media content development.

**The successful candidate will be required to complete a Criminal Record Check, in accordance with the duties of this position.**

**Salary Range:** \$81,440.27 to \$95,270.45, Band 10 on the Town's 2023 Pay Grid, plus a comprehensive benefits package

Qualified candidates are invited to submit their resumes in confidence, addressed to Sarah Alexander, Co-ordinator, Human Resources, no later than 4 p.m. on **Thursday, April 20, 2023**. Applications may be submitted online or in person to the Town Hall located at 87 Broadway.

To select the best candidates to serve the Town of Orangeville and its people, several screening tools, including Police Record Checks are required as part of the hiring process for some employment or volunteer positions. When requested, applicants are required to provide a Police Record Check as a condition of their offer of employment. Police Record Checks must be dated within three (3) months of the employment offer to be considered valid. The specific type of Police Record Check required will be indicated in the job posting qualifications.

The Town of Orangeville is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs

known in advance. By submitting your personal information to the Town of Orangeville, you consent to the collection, use, and disclosure of that information in connection with our recruitment, hiring and/or employment processes. Personal information on this form is collected under the authority of the Municipal Act, 2001, S.O. 2001, c.25, as amended, and will be used to determine the qualifications for employment with the Town of Orangeville. Questions about this collection should be directed to the Manager, Human Resources at 87 Broadway, Orangeville, Ontario L9W 1K1.