



THE CORPORATION OF THE TOWNSHIP OF CENTRE WELLINGTON

TOURISM AND DESTINATION COORDINATOR TEMPORARY, FULL TIME (35 HOURS PER WEEK) 13 MONTH CONTRACT

The Township of Centre Wellington is a thriving and growing community of 31,000 residents with diverse urban and rural settings. Its close proximity to Guelph and Kitchener-Waterloo, diverse economy, active arts community and renowned natural features are among its many lifestyle advantages.

The Tourism and Destination Coordinator facilitates the management of the Township of Centre Wellington's tourism strategy and its Information Centre under the direction of the Manager of Community Development. The Tourism and Destination Coordinator identifies and assists with the development of tourism product in accordance with the Township's Strategic Plan, nurtures the brand development of Elora & Fergus Tourism and increases community engagement in support of tourism.

Key Major Responsibilities

Duties include but not limited to:

Tourism and Destination Development

- Develops, implements and monitors an annual Tourism Work Plan including role and function components that are consistent with the Township's Strategic Plan. Works cooperatively with the provincial, regional and local tourism partners in promoting Centre Wellington under the direction of the Manager of Community Development.
- Works with media through coordinated efforts leveraging editorial and promotion for Centre Wellington.
- Develops and encourages partnerships for tourism marketing opportunities in a cost-effective and efficient manner, distributes and displays material at proven consumer locations throughout the region and province.
- Coordinates and delivers prepared annual tourism and marketing material.
- Develops and implements industry training opportunities for the tourism sector i.e. workshops, customer service training, hospitality and skills development programs.
- Engages community partners through various outreach programs and opportunities such as speaking engagements, attending partnership events, industry activities.
- Identifies and builds new product/partnerships that will enhance the existing visitor experience and attract a new customer/visitor base.
- Works in collaboration with various community, regional and municipal departments on marketing and promoting special events.
- Nurtures and supports all aspects of tourism (sport, cultural, experiential) whenever possible.
- Fosters the development of tourism assets in Centre Wellington both in the public and private sectors.
- Under the direction of the Manager of Community Development, assists in identifying opportunities to improve the comfort services for tourists visiting Centre Wellington and works collaboratively with the Township and private partners to implement operational and capital projects to meet these demands.
- Assists in the delivery of objectives and initiatives that support the Township Strategic Plan as it relates to building tourism as a main economic driver.

Community and Regional Collaboration

- Develops and fosters ongoing liaison with community groups and tourism organizations, including local Chambers of Commerce, Business Improvement Areas, local festivals and events.

- Supports local community-based tourism stakeholder's organizations, RTO 4, Guelph Tourism, Grand River Conservation Authority, Ministry of Tourism, St. Jacob Country, Wellington County Economic Development Department, Festivals and Events Ontario, and the Network for Municipal Event Planners.

Staff Guidance and Direction

- Oversees on behalf of the Manager of Community Development the day-to-day activities of the Tourism Information Centre including staff and part time seasonal staff. Responsible for supervision on all enquiries managed through telephone, email, promotional material inventory, business, conference and group packaging.
- Supports, coaches, and mentors staff, prioritizing and organizing daily work to meet operational effectiveness.
- Ensures the Tourism Information Centre operates in a business-like fashion providing excellent customer service. Ensures staff are informed and up to date with current initiatives and practices in the field. Makes sure all tourism product is current and readily available.
- Develops a monthly work schedule for staff and approves time sheets.

Finance

- Develops, recommends and coordinates tourism marketing and information centre operational and administration budgets and programs in consultation with the Manager of Community Development.
- Researches, identifies and applies for funding opportunities available specifically to the tourism sector and destination management fields.

Film

- Promotes Elora and Fergus as a filming destination. Works closely with filming scouts, location managers and film industry clients in the preparation of film permits along with other municipal departments to ensure services are delivered efficiently. Negotiates fees for these services. Provides inspection of film crew and site during the project.

Tourism Wayfinding Signage Program

- Maintains existing directional tourism signage in collaboration with the Infrastructure Services Dept.
- Makes recommendations on providing signage opportunities for tourism attractions and tourism-based businesses to promote their location.
- Elevates the Township of Centre Wellington's profile and increases awareness and provides directional information for tourism businesses, attractions and points of interest found throughout the Township.

Minimum Qualifications and Requirements:

- Post-secondary diploma or undergraduate degree in tourism, hospitality, or related field.
- Minimum of four (4) years in a tourism-related industry in the public or private sector.
- Knowledge of tourism sector, department operations and its programs and facilities.
- Ability to work independently and as part of a team.
- Excellent customer service and communication skills.
- Demonstrated experience in marketing and promotion.
- Excellent writing and evidence of experience creating and editing promotional material.
- Proficient with Microsoft Office Suite.
- Must possess a valid Class 'G' Driver's License and access to a vehicle.

Annual Salary: \$85,519 - \$96,197 (2025 salary range)

How to Apply: Interested applicants are invited to submit their cover letter and resume combined in one document in MS Word or PDF format by email to careers@centrewellington.ca by **March 18, 2025, at 11:59 p.m.** Please quote job posting '2025-27' in the subject line.

To learn more about the Centre Wellington community and the requirements for this position, please visit the Township's web site at www.centrewellington.ca and search the Job Opportunities link. Please submit your cover letter and resume in one document in .PDF format and indicate the position title in the subject line of email. The successful candidate will be required to provide proof of current and valid certificate(s) and/or educational qualifications. We thank all those that apply; however only

those candidates selected for an interview will be contacted. **No phone calls please.**

Information gathered relative to this position is done so in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will only be used for candidate selection. Accessibility accommodations are available for all parts of the recruitment process. Applicants must make their needs known in advance.