



EVENT MANAGEMENT & TOURISM OFFICER

NATURE OF WORK: The Event Management & Tourism Officer strategically positions Charlottetown as a major event hosting and year-round leisure tourism destination. In addition to leading tourism-driving event delivery which has pronounced economic, tourism, social, and cultural benefits, the position manages the visitor experience and carries out the department's strategic vision in the competitive tourism, festivals & events, and business events industries.

This job description reflects the general details considered necessary to describe the principal functions of the job identified and shall not be construed as a detailed description of all the work requirements that may be inherent in such classification.

The confidentiality of City affairs shall be respected and practiced at all times.

ORGANIZATIONAL RELATIONSHIPS:

- Reports directly to the Manager of Economic, Tourism and Cultural Development.
- Provides direction and supervision to the Civic Engagement & Events Coordinator and Visitor Information Centre staff, who report through this role to the Manager.
- Provides direction to employees of the Economic, Tourism and Cultural Development Department in the absence of the Manager.
- Develops and maintains relationships with service providers, external agencies, consultants and associated professional groups.
- Develops and fosters close working relationships with all levels of government and relevant external organizations and agencies.
- Develops and maintains close working relationships with Department Heads, Supervisors, and all City Employees to coordinate and support the planning and execution of tourism-driving events.
- Deals with the public with integrity and in a professional and courteous manner.
- As a committed member of the City of Charlottetown Team, the Event Management & Tourism Officer is required to act as a positive role model for all employees throughout the organization.

PRIMARY FUNCTIONS AND ACCOUNTABILITIES:

- Leads the development, planning, and delivery of signature events including sport, festival and events, meetings and conventions, and other tourism-generating activities.
- Manages all aspects of the City's Visitor Information Centre inclusive of literature, signage, and guided tour development, participation in the hiring process, and staff training and supervision.
- Leads the production of professional bid documents for the City, partners, and community groups on all tourism and event related tenders.
- Oversees the development of marketing strategies and materials to further promote Charlottetown as a major event hosting destination.
- Responds and provides leadership to inquiries from groups interested in hosting tourism-driving events within Charlottetown, including bid strategy and preparation.
- Advises and assists event hosting committees as it relates to event development and delivery in areas such as sponsorship and government funding, marketing and communications, budgets and business plans, logistical planning, facility negotiations, etc.
- Plays a leadership role within the City's sport tourism initiative, SCORE.
- Works with all levels of government, local agencies and boards, City departments, and the tourism industry to lead the marketing and promotion of Charlottetown as a major event hosting and year-round leisure tourism destination. Promotes Charlottetown by way of attending meetings, events, and conferences, as assigned.
- Serves as the City's liaison on major event committees as assigned, and/or as Chair of event committees where the City is the event-rights owner, working hands-on with volunteers and budgets.
- Utilizes economic impact measurement tools to evaluate the impact of major events held in the City.
- Works to grow and maintain a strong volunteer database and recognition programs which are necessary to host and organize major events.
- Works on an ongoing basis with organizers to maintain and further enhance existing events that bring economic and cultural prosperity to Charlottetown.
- Provides recommendations on appropriate level of City funding for events, while ensuring that the City's objectives and funding conditions are met, a return on investment is achieved, and appropriate funding partner recognition is received.
- Works directly with the Mayor's Office and/or Senior Management on signature, one-off, special initiatives as assigned and serves as the City's representative on outside boards and/or committees as appointed.
- Chairs and/or actively participates as a member of committees as required, such as the Special Events Reserve Fund (SERF) Committee and Event Logistics Committee.
- Collaborates with the Manager on the Birthplace of Confederation file.

- Executes the City's annual student exchange with Ashibetsu, Japan
- Oversees the City's relationship with the Canadian Capital Cities Organization
- Conducts ongoing monitoring of the segmented departmental budget. Assists the Manager with annual budget preparations and forecasting.
- Manages budgets associated with events and special projects, as required.
- Provides departmental support in the areas of tourism development initiatives, signature projects, and major celebrations, as required.
- Works with considerable freedom and exercises independent judgement in the performance of duties, guided by current policies and sound operational practices.
- Performs other such related duties, responsibilities and functions as may be assigned.

REQUIRED COMPETENCIES:

- Proven ability in tourism-driving event development and delivery, inclusive of marketing and communications, corporate sponsorship, and administration.
- A strong understanding of the competitive sport tourism, festivals & events, and business events landscape locally, regionally, and nationally, inclusive of the destination's capacity to host.
- A strong understanding of tourism products, principles, practices, and trends locally, regionally, and nationally.
- Exceptional organizational, project management, and time management skills to meet frequent and at times aggressive deadlines.
- Ability to work effectively both independently and as part of a team in a diverse and fast-paced environment.
- Strong analytical skills and demonstrated confidence in tactical and operational decision-making and problem solving.
- Excellent written and oral communication skills. Demonstrated ability in the areas of writing and editing with a high level of attention to detail.
- Demonstrated computer proficiency and advanced knowledge in the use of MS Office software.
- Exceptional interpersonal skills with the ability to easily build relationships and engage others.
- Excellent judgement and the ability to handle sensitive and confidential data and situations with tact, professionalism, and discretion.
- Working knowledge of corporate budgeting principles and the ability to apply financial and budgetary skills.
- The ability to work flexible hours as required, including evenings and/or weekends.

REQUIRED QUALIFICATIONS:

- Must have a post-secondary degree or diploma in Event Management, Tourism, Recreation, Business, or a related discipline.
- A minimum of five (5) years of experience in the field of event management with exposure to all components of event development and delivery including business planning, fiscal management, programming, operations, and marketing and communications.
- A minimum of three (3) years of experience in the tourism industry.
- A minimum of three (3) years of progressive supervisory experience.
- The ability to travel within and outside the province to support departmental goals and objectives, as required.
- An understanding of public administration and municipal affairs and protocols is considered an asset.
- An equivalent combination of education and relevant work experience may be considered.
- Must be legally entitled to work in Canada.

Salary: \$80,118.75 - \$94,258.14 annually as per the UPSE Salary Grid.

How to Apply:

Please submit a cover letter and detailed resume by e-mail to jobs@charlottetown.ca. Your application must be clearly marked “**Application for Event Management & Tourism Officer**” and submitted by **December 2, 2025, at 4:00 PM**.

Please ensure your application clearly demonstrates how you meet the noted qualifications as applications will be screened based on the information provided. We would like to thank all applicants for their interest; however, only those who are selected for an interview will be contacted.

The City of Charlottetown is committed to equity, diversity, inclusion, and reconciliation and believes in providing a positive working environment where every person feels empowered to contribute. The City encourages applications from underrepresented groups including all designated equity groups with the skills and knowledge to productively engage with diverse communities. If you require an accommodation in any part of the recruitment process, please direct your inquiries, in confidence, to jobs@charlottetown.ca or by calling 902-629-4135.