



Town of Fort Smith Job Description

Economic and Tourism Development Officer

POSITION TITLE: Economic and Tourism Development

POSITION NUMBER: Officer 12080

DEPARTMENT: Community Services

REPORTS TO: Director of Community Services

CLASSIFICATION: Full Time Term

LOCATION: Town Hall

Summary of Position

Reporting to the Director of Community Services, the Economic and Tourism Development Officer is responsible for the implementation of strategies, projects and events that promote and strengthen the economy of Fort Smith, with a primary focus on tourism development. The incumbent will facilitate economic and tourism development planning and initiatives, identify and foster community economic and tourism development opportunities, secure funding for economic development activities and programs and promote the community in order to expand economic and tourism development opportunities.

Outline of Duties

1. Develops and implements plans, strategies, projects and events that promote Fort Smith and help strengthen the economy by:

- Facilitating the development of a Community Economic Development Plan and a Tourism Development Plan including visions, goals and objectives.
- Researching and providing recommendations on community economic and tourism development opportunities.
- Developing an economic and tourism profile of the community and the region.
- Identifying economic and tourism sector opportunities and developing strategies to promote various opportunities.
- Researching private and public sector economic development funding opportunities and preparing proposals to access funding for economic and tourism development.
- Implementing the town tourism plan.
- Ensuring the targets, goals and objectives set forth by the town Economic Development Plan and Tourism Development Plan are met.

2. Works with local organizations and businesses to advance economic and tourism development by:

- Providing advice to local organizations, businesses and individuals on product development and identification of target markets in response to economic opportunities and major projects.

- Identifying community training and development requirements to take advantage of economic and tourism development opportunities.
- Acting as liaison between local organizations, businesses, and individuals and representatives of government, business and industry concerning economic and tourism development.
- Leading and assisting with a variety of special projects, events and marketing campaigns.
- Working with local tourism and businesses to foster cooperation and promotion of products, activities and events to provide tourism package development and maximize visitor experiences.
- Serving as liaison between organizations, businesses and individuals and the Town with respect to economic and tourism development.
- Establishing and maintaining an effective working relationship with designated chamber of commerce representatives.

3. Acts as the Town of Fort Smith representative to promote economic and tourism development opportunities by:

- Attending various trade, media, consumer and industry events, conferences and tradeshows to promote Fort Smith.
- Representing the community at regional, territorial and national meetings and conferences on economic and tourism development.
- Developing, nurturing and maintaining community, regional and territorial networks through collaboration, open communication and support.
- Collaborating with Northwest Territories Tourism and other marketing and promotional activities, events and campaigns.
- Providing event coordination and pursuing opportunities to host workshops, conferences and forums in Fort Smith.
- Acting as the staff resource to the Economic Development Board and other relevant organizations.

4. Manages digital assets, printed materials and cultural databases by:

- Managing an image and video library including cataloguing, inventory and storage of such assets.
- Updating and maintaining an inventory and database of community cultural assets, local tourism attractions and tourism related businesses including contact information.
- Designing printed materials such as brochures, rack cards, guides and other promotional materials and ensuring timely distribution of these materials to targeted outlets.
- Managing the creation and distribution of magazine, newspaper, web ads, images and stories in alignment with the town marketing and tourism plan.
- Managing the digital photo and video library on behalf of the Town.
- Ensuring the creation and maintenance of a detailed tracking inventory of all inquiries for information and images.

5. Manages an electronic presence for the Town of Fort Smith by:

- Assisting with website development and content management to ensure a consistent image and message is maintained.
- Managing the economic development and tourism areas of the Town website.
- Connecting with local business and tourism stakeholders regarding the management and upkeep of their online profile.
- Managing the updates and maintenance of the economic and tourism development division for the Town's Facebook, Twitter and Instagram accounts and online profile.

6. Assisting with the creation and development of the Town's communication plan by:

- Developing and implementing a communication plan for economic and tourism development to enhance internal and external communications.
- Creating and distributing print and digital media kits, press releases, notices, posters, newsletters and promotional materials.

7. Oversees the operation of Visitor Information Services by:

- Assisting with planning and preparations of visitor services with various stakeholder groups in the community.
- Managing the review and updates of the visitor information/orientation packages, visitor guides and other publications and materials.
- Administers the leave and attendance of the two summer visitor information centre staff.

8. Performs other related duties as required.

Position Supervised

This position provides administrative oversight to the Visitor Information Centre summer staff but not day-to-day supervision.

Responsibilities

Responsible for:

- Marketing and promoting economic and tourism opportunities for Fort Smith.
- Developing and implementing economic development and tourism plans and strategies.
- Working with local businesses and organizations to develop and grow their economic and tourism related services.
- Representing the Town at economic development and tourism meetings, conferences and tradeshows.
- Managing the Town electronic profile for economic and tourism development.
- Supervising the day-to-day duties of the Visitor Information Centre staff.
- Collaborating with Parks Canada in developing work plans for the Visitor Information Centre staff.
- Performing performance appraisals for the Visitor Information Centre staff and developing training plans, as required.

Contacts

- Mayor and Council
- Senior Administrative Officer
- Directors
- Staff
- Community Members
- Visitors to Fort Smith
- Businesses and Tourism Operators
- Other government officials

Work Environment

- The Town Hall can be a busy environment. The incumbent must be able to maintain concentration around many distractions and still ensure accuracy and attention to detail.
- Interaction with the Mayor, Council, Senior Administrative Officer, and the public is a normal part of this position and requires tact and diplomacy.
- The incumbent will be required to attend meetings, events, conferences and tradeshows, which will require travel and hours of work outside the norm.

Knowledge, Education and Experience

- A post-secondary degree in Hospitality & Tourism Operations, Tourism Management or a relevant diploma with a Tourism Development focus combined with two years' experience in tourism sector research or tourism sector development and promotion for a municipality or similar organization.
- Proven research and writing techniques involving economic development.
- Proven ability to conduct economic development and tourism planning and market analysis.
- Strong interpersonal and organizational skills.
- Proven ability to take initiative and have excellent communication skills.
- Minimum of one year of recent supervisory experience.
- Strong computer skills and database management experience.
- Criminal records check with vulnerable sector clearance is required prior to hire date.

The incumbent will be required to take the following employer paid training and certifications:

- WHMIS 2015 certification
- First Aid and CPR certification
- ICS 100

Certification

I have read and understand this job description. I have been informed that it is a general description of the duties, responsibilities and qualifications required for my position which forms the basis for my classification level and against which my performance will be evaluated.

Employee's Signature

Date

I agree that these duties reflect the requirements of the job.

Director of Community Services

Date

I approve the delegation of responsibilities outlined herein within the context of the attached organizational structure.

Senior Administrative Officer

Date