

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR

Employment Status:	Permanent, Full-Time
Compensation Range:	\$27.25 - \$30.69 / 35 hours per week
Location:	London, ON
Union/Non-union:	CUPE 101.5

POSITION OVERVIEW

Under the management of the Director of Economic Development, the Economic Development & Tourism Coordinator is responsible for supporting various economic development and tourism initiatives. Responsibilities include maintaining the economic development and tourism information on the County's website; providing research, customer services and clerical support; conducting, collecting and disbursement of research and statistical data; supporting the development and implementation of social media strategy for the economic development and tourism accounts; supports the organizing/hosting of special events; coordinates and attends tradeshows, tours and special events.

QUALIFICATIONS

- 2-year post-secondary diploma in Business Administration, Hospitality and Tourism, Public Relations & Communications, Marketing, or closely related program of study
- 2 years of experience or equivalent working in an Administrative, Communications or Marketing capacity; preferably in a municipal setting
- A valid driver's license and access to a reliable vehicle as required to attend meetings, events or otherwise

WHY CHOOSE MIDDLESEX COUNTY?

Middlesex County is a vibrant upper-tier municipality located in Southwestern Ontario. We offer a thriving business climate, easy access to transportation routes, and quality of life with exceptional healthcare facilities, affordable housing, an array of educational opportunities and bountiful recreation and cultural choices in a picturesque setting. The County's administration headquarters are located in London but Middlesex County is comprised of unique villages, towns and rural communities that have great attractions for residents and tourists. At Middlesex County, you will have a chance to make an impact in your everyday work and build lasting relationships in the communities in which we live and serve. We offer a culture that values inclusion, diversity of thought, and employee development. We invest in our people to help them leverage their strengths to achieve their career aspirations.

HOW TO APPLY

If you are interested in this opportunity, please submit your cover letter and resume by email to hr@middlesex.ca by 4:30 p.m. on **March 29, 2024**.

We thank all applicants who apply, but only those applicants to be interviewed will be acknowledged. Personal information is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act and will be used for candidate selection purposes only.

WHAT WE OFFER

- Flexible Work Opportunities
- Employee Recognition Events
- Professional Development
- Flex Time/Banked Time-Off
- OMERS Pension Plan
- Health and Dental Benefits
- Employee and Family Assistance Program

VISIT OUR CAREERS PAGE

<https://www.middlesex.ca/departments/human-resources/job-opportunities>

Join our team and build a rewarding career!

Middlesex County is an equal opportunity employer. We are committed to a diverse and inclusive workplace for everyone. Accommodations are available throughout the recruitment process. If you are contacted for an interview, please advise us of any accommodations that may be required. This information will be treated confidentially and only used for the purpose of providing an accessible recruitment experience.



COUNTY OF MIDDLESEX POSITION DESCRIPTION

Title:	Economic Development & Tourism Coordinator	
Department:	Economic Development and Tourism	
Reports To:	Director of Economic Development	
Effective Date:	March 2024	Positions Supervised: None

POSITION SUMMARY:

Under the management of the Director of Economic Development, the Economic Development & Tourism Coordinator is responsible for supporting various economic development and tourism initiatives. Responsibilities include maintaining the economic development and tourism information on the County's website; providing research, customer services and clerical support; conducting, collecting and disbursement of research and statistical data; supporting the development and implementation of social media strategy for the economic development and tourism accounts; supports the organizing/hosting of special events; coordinates and attends tradeshow, tours and special events.

PRINCIPLE RESPONSIBILITIES:

- Serves as the first point of contact for the Economic Development department by answering telephones, email and counter inquiries and provides assistance of a routine nature. Directs any requests or inquiries to the Director of Economic Development or other staff members, as required.
- Provides routine administrative and clerical support to the Economic Development department, including but not limited to drafting agendas and taking minutes of meetings, maintaining supply inventory, conference/seminar registration, travel accommodation/arrangements, document tracking, expense reports and maintaining contact lists.
- Coordinates the development and implementation of the economic development and tourism social media strategy across a variety of social platforms, including development of a content calendar, sourcing/creating content, creation and execution of advertising campaigns, maintaining community engagement, etc.
- Coordinates the Economic Development and Tourism communication strategy and website content. Performs maintenance to keep information current.
- Assists in the development and/or revises various informational documents, memorandums, presentations, and reports.
- Assists in collecting and compiling data for use in economic development and tourism initiatives.
- Assists with the design and production of graphic content including advertisements, displays, promotions, videography, and photographs as directed.



- Distributes communications, marketing and research material related to economic development and tourism, including e-newsletters, flyers, brochures, media releases, graphics, and social media content.
- Maintains department databases and customer relationship management (CRM) software.
- Contributes to marketing and creative brainstorming initiatives to help promote general awareness of the County's economic development and tourism brand.
- Coordinates and attends tradeshow, tours and events, as required, which may include evenings and weekends.
- Assists the department in seeking grant funding; tracks and monitors project milestones; assists with carrying out project milestones, as directed, in accordance with the funding agreements.
- Maintains awareness of economic development and tourism matters and trends.
- Maintains positive relationships with all County stakeholders.
- Leads and/or coordinates special projects related to economic development and tourism, as required.
- Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Thorough knowledge of marketing, communications, electronic media, graphic design and common business software applications.
- Creative and business writing including the ability to produce, proofread and edit professional web content, social media and publications.
- Excellent written and verbal communication including presentation skills.
- Ability to manage multiple priorities, projects and deadlines.
- Public relations and interpersonal skills using tact, patience and courtesy.
- Ability to work effectively both independently and as part of a team.
- Work is performed in an office environment and in the field. Occasional attendance at evening and weekend tradeshow, events and meetings is required.



MINIMUM QUALIFICATIONS:

- 2-year post-secondary diploma in Business Administration, Hospitality and Tourism, Public Relations & Communications, Marketing, or closely related program of study.
- 2 years of experience or equivalent working in an Administrative, Communications or Marketing capacity; preferably in a municipal setting.
- A valid driver's license and access to a reliable vehicle as required to attend, meetings, events or otherwise.