



FDC Regional Economic Development Commission
City of Flin Flon | Town of Creighton | Village of Denare Beach

JOB VACANCY
REGIONAL TOURISM COORDINATOR

The FDC Regional Economic Development Commission (the “Commission”) has a vacancy for a full-time position as the **Regional Tourism Coordinator**. Interested applicants can peruse the attached job description for details on the job position.

01. Documents for Job Application

For the purpose of this job application, the following items are required to be included and consolidated into one (1) singular document for submission:

- **Introductory Letter:** to provide a concise introduction of the applicant’s background, and draw connection and relevance to the job position. The letter is to be addressed to the following:

Brian Lin
Regional Economic Development Manager
FDC Regional Economic Development Commission
City of Flin Flon | Town of Creighton | Village of Denare Beach

- **Updated Résumé:** to include qualification details, experience, and any other items of relevance to illustrate the background of the applicant.
- **Reference Contacts:** to provide two (2) referees’ name, title, affiliated organization (if applicable), brief description of relevance to the applicant, contact phone number and email address. Please provide written consent to the Commission to contact the referees.

02. Submission and Contact

The documents outlined in Section 01 are to be consolidated and presented in one (1) singular Adobe PDF file, and to be submitted via electronic mail to fdcredc@gmail.com, by **Friday, March 18, 2022 at 11:59 pm Manitoba time**.

03. Notes for Attention

The Commission provides competitive wages, benefits and a pension plan, which are commensurate with qualification and experience. The Commission thanks all interested applicants in advance; however, only those selected for an interview will be contacted.



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JOB DESCRIPTION

Job Title: **Regional Tourism Coordinator**

01. About the Commission

The FDC Regional Economic Development Commission (the “Commission”) is a government arm which provides strategic leadership in economic development initiatives undertaken on behalf of three communities across two provinces in Canada: the City of Flin Flon, the Town of Creighton, and the Village of Denare Beach (collectively known as the “Region”).

The Commission is structured to continuously improve its Region’s capacity in fostering sustainable development, paralleled by planned efforts in guiding economic diversification. The Commission is poised to advocate and implement policies which contribute toward the continued efforts in creating an enabling environment for current and prospective businesses in its Region.

02. Position Summary

The Regional Tourism Coordinator (the “Coordinator”) leads tourism development with an aim to bring positive economic impacts to the Region. The Coordinator serves as the regional focal point for tourism development, and reports to the Regional Economic Development Manager. The Coordinator works closely with the Regional Economic Development Manager, and interacts with industry supporting organizations, public entities, private businesses, indigenous organizations, and not-for-profit advocacy groups. The Coordinator is proactive, highly organized, digitally savvy, people driven, team centric, and accompanied by a strong enthusiasm in the tourism industry.

03. Duties and Responsibilities

The Coordinator implements the following duties and responsibilities based on the regional context:

A. Planning and Implementation

- Coordinate the development of tourism strategies, plans, policies, and initiatives
- Lead and implement tourism strategies, plans, policies, and initiatives
- Coordinate and lead tourism product development
- Coordinate and keep track of tourism assets (e.g., attractors, contributors, influencers)
- Research and keep track of tourism development resources (e.g., grants, support combinations)
- Lead and secure relevant tourism development resources
- Work with recreation directors and officers to formulate tourism events and initiatives
- Provide updated insights on regional, national, and international tourism development trends

B. Marketing and Communication

- Develop and implement optimized market positioning and branding strategy
- Lead marketing campaigns in alignment with strategies, plans and initiatives
- Draft relevant content (creative text and graphic) for different marketing mediums and settings
- Coordinate, update and synchronize marketing content across marketing mediums
- Manage marketing mediums in alignment with strategies, plans and initiatives
- Attend events, forums and meetings to promote tourism and guide development

C. Community Engagement and Linkage

- Engage, network and keep track of stakeholders with relevance to tourism development
- Engage and maintain relationships with stakeholders of relevance
- Engage and connect stakeholders of relevance to access opportunities
- Keep relevant stakeholders engaged and informed of development updates in tourism
- Lead and formulate stakeholder alliances to advocate for subjects of relevance in tourism

D. Economic Development Support

- Support the implementation of economic development initiatives and projects
- Recommend and lead synergies relating to tourism development
- Keep the Commission engaged and informed of development updates in tourism
- Provide verbal and written updates on scheduled briefings and reports

04. Qualification and Knowledge

- Post-secondary education in tourism development, business administration, or relevant fields
- Knowledge in principles and practices in tourism development
- Knowledge in principles and practices in marketing and sales
- Knowledge in principles and practices in project management
- Knowledge of Manitoba and Saskatchewan, with emphases in the northern regions

05. Critical Skills to Excel

- Communicate effectively: verbally and written
- Communicate effectively via digital mediums, such as social media
- Business and creative writing in alignment with different contexts
- Formulate creative marketing and reporting materials
- Event planning, organization, coordination, implementation and management
- Conduct in-depth research, including synthesize and report findings
- Build and maintain working relationships with internal and external stakeholders
- Use of Microsoft Suite applications (Microsoft Word, Excel, Power Point)
- Supplementary Asset: proficiency in graphic design | editing, and web content management

06. Highlights of Distinctive Attributes

- Keen attention to detail
- A team player, proactive, self-driven and highly organized
- Solution-oriented, and an initiative-taker
- Passion in tourism and recreational activities
- Prior exposure in domestic and international travels
- Ability to multi-task and prioritize to meet schedules
- Adherence to policies and procedures
- Holder of a valid Class 5 driver's license in Canada
- Holder of a valid legal immigration status which allows for working full-time in Canada

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