

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT
(TOURISM AND CULTURE DIVISION – TOURISM AND CREATIVE INDUSTRIES SECTION - LOCATION – 28
JAMES STREET NORTH)

TOURISM PRODUCT DEVELOPMENT SPECIALIST – SPORT TOURISM

SUMMARY OF DUTIES

Reporting to the Manager of Tourism and Creative Industries, the Tourism Product Development Specialist – Sport Tourism is responsible for increasing tourism business to the City of Hamilton by soliciting and servicing local, regional, provincial, national and international sport events and sport meetings and conventions. Manage and establish networks and support systems for the servicing of the Sport Tourism sector/delegates. Creates and administers programs which will significantly contribute to Hamilton's economic base by increasing visitations to Hamilton.

GENERAL DUTIES

Oversee implementation and evaluation of the Hamilton Sport Tourism Action Plan.

Solicit sport events and sport conventions to book in Hamilton.

Coordinate leads, write bid proposals and follow up reports, maintaining a high degree of confidentiality

Work with event organizers to ensure the event is well serviced in Hamilton.

Liaise with local, provincial, national and international sport organizations.

Liaise with local, provincial and national sport tourism organizations including the City's Recreation and Facilities departments, Global Spectrum, Sport Hamilton, provincial sport ministries, Canadian Sport Tourism Alliance, and Ontario Sport Tourism Stakeholders group.

Responsible for implementing local awareness promotions directed at local member(s) of Provincial, Canadian and internationally-based sport organizations.

Work with local suppliers and contractors

Travel outside City to call on accounts, attend prospective conventions to make presentations to Boards of Directors.

Attend extensive trade shows, sales calls and sales missions and conduct marketplaces.

Organize and accompany prospective event organizers on inspections of hotels and related convention or sport facilities in our community, ensuring that the client receives the best impression of our City.

Participate in Canadian Tourism Commission, and Ontario Ministry of Tourism and Recreation sponsored sales promotions.

Implement special promotional programs.

Liaise with hotels, University and College conference co-ordinators and convention and sport facilities, encouraging participation in Hamilton sponsored sales promotion activities.

Write post event reports; analyze return on investment; carry out research and studies to devise new marketing

programs.

Responsible for tracking results of events through materialization and post-event evaluation surveys, provide quarterly reports and updates to the staff team and management.

Responsible for sport tourism project based budget.

Responsible for tracking the results of promotions, sales missions and conversion of leads to sales in the Customer Resource Management System for Tourism (idss).

Perform other duties as assigned which are directly related to the normal functions of this position.

QUALIFICATIONS

1. Previously related work experience normally acquired through the completion of a University Degree in Business Administration or equivalent degree and a Diploma in Sport Business Administration / Sport Marketing, along with related work experience.
2. Demonstrated experience with sport tourism and the business of sport events
3. Excellent verbal and written communication skills, with the ability to communicate appreciatively and effectively with all levels of staff, management, public/private sectors and the public
4. Acute sense of confidentiality and judgement required
5. Must be proficient in Business English, modern office practices and procedures
6. Demonstrated excellent in customer based service delivery
7. Excellent organizational and time management skills with demonstrated ability to plan and organize work, set priorities and meet deadlines. Must have excellent problem solving and negotiation skills.
8. Must possess initiative, good judgement and the ability to mentor and lead junior staff, volunteers and students
9. Must related readily to the public and outside agencies, have a pleasant manner, have initiative and the ability to carry out instructions without detailed direction
10. Demonstrated ability to coordinate, assign and review work of junior staff under the direction of the Manager
11. Must be able to work independently on complex projects and coordinate activities with other parts of the organization to promote smooth and efficient communications and information flow
12. Experience in a computerized environment including Word, Excel, Microsoft Outlook, Powerpoint and Customer Resource Management systems
13. Must possess a Class "G" Driver's License valid in the Province of Ontario and be able to maintain same.
14. Provision of a vehicle for use on the job.

THIS POSITION REQUIRES A VALID CLASS "G" DRIVER'S LICENCE AND PROOF THEREOF IS REQUIRED AFTER HIRE.