

## CITY OF HAMILTON

### PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT (TOURISM & CULTURE DIVISION – TOURISM AND CREATIVE INDUSTRIES – LOCATION – 28 JAMES ST. N.)

#### TOURISM PRODUCT DEVELOPMENT SPECIALIST – SPECIAL INITIATIVES

#### SUMMARY OF DUTIES

Reporting to the Manager of Tourism and Creative Industries the Tourism Product Development Specialist – Special Initiatives is responsible for assisting with the planning, implementation and follow-up for all upcoming special initiatives such as the 2014 Tourism Strategy, 2015 Juno's and Pan Am Games. This position is responsible for managing and coordinating the servicing of all conventions, sport events and other special initiatives/events, tracking results through materialization and post-event evaluation surveys. Responsible to provide support and assistance with the increased workloads of the Tourism Product Development Specialists - Convention Sales, Sport Tourism and Consumer and Visitor Services assisting with duties as required and approved by the Manager.

#### GENERAL DUTIES

Responsible for assisting with the planning, implementation and follow-up for all upcoming special initiatives working with Tourism and Culture staff specific to significant projects such as the Tourism Strategy, 2015 Juno's and Pan Am Games.

Manage all Hamilton Juno Host Committee emails, phone calls and coordinate and implement all administrative requirements of the 2015 Juno's in Hamilton. Plan and communicate Hamilton Host Committee meetings working directly with the Chair, communicating all information to Hamilton Host Committee and Sub-Committees. Write monthly reports for CARAS retrieving updates from all Committees. Coordinate all event logistics working with the Chair and Hamilton Host Committee and Sub-Committee's for the 2015 Juno Events.

Responsible to work and provide support assisting workloads of the Tourism Product Development Specialists - Convention Sales, Sport Tourism and Consumer and Visitor Services as required including coverage for staff vacation as approved by the Manager.

Oversee the input of information and data into IDSS – Tourism Customer Management Resource System to ensure all information is current and relevant as it relates to the special initiative functions of this position.

Liaise with tourism businesses and organizations in Hamilton to establish on-going communications and information links. Develop programs, services and other products for the servicing of special initiatives.

Perform other duties as assigned which are directly related to the responsibilities of the Tourism Product Development Specialist positions.

Work in accordance with the provisions of the applicable health and safety legislations and all City of Hamilton corporate and departmental policies and procedures related to Occupation Health and Safety.

#### QUALIFICATIONS

1. Previous related work experience normally acquired through the completion of a University degree in Business Administration, Marketing, Public Relation or a combination of equivalent education and related work experience. Direct experience working within the Tourism sector in Hamilton along with event related coordination experience.

2. Excellent verbal, written communication and facilitation skills, with the ability to communicate appreciatively and effectively with all levels of staff, management, public/private sectors and the public
3. Must be proficient in Business English, modern office practices and procedures
4. Demonstrated excellent in customer based service delivery
5. 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.
6. Must possess initiative, good judgement and the ability to mentor and lead staff, committees and volunteers. Demonstrated ability to coordinate, assign and review work of junior staff under the direction of the Manager.
7. Must relate readily to the public and outside agencies, have a pleasant manner, have initiative and the ability to carry out instructions without detailed direction
8. 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
9. Experience in a computerized environment including Word, Excel, Microsoft Outlook, PowerPoint and Customer Resource Management systems
10. Must possess a Class "G" Driver's License valid in the Province of Ontario and be able to maintain same.
11. 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.**