

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT
TOURISM AND CULTURE DIVISION – LOCATION – LISTER BLOCK 2ND FLOOR
28 JAMES STREET NORTH

TOURISM MARKETING OFFICER

SUMMARY OF DUTIES

Reporting to the Senior Project Manager Creative Industries and Cultural Development, the Tourism Development Coordinator researches, develops and implements strategies to present and position Hamilton as a tourism destination for visitors and the meetings, conventions and sport tournament sectors. Works in collaboration with Tourism Hamilton (TH) sales staff, industry stakeholders, media and travel influencers to attract tourists, increase overnight stays and generate enhanced tourism based economic activity in Hamilton.

GENERAL DUTIES

Coordinates and ~~supervises~~ the development and implementation of strategies and the provision of resources to support the leisure market and tourism sales unit's marketing activities to attract meetings, conventions and sport tournaments to Hamilton.

Responsible for working with Provincial bodies, Regional Tourism Organizations, key tourism industry stakeholders and tourism staff to present and promote Hamilton as a destination through the development and implementation of a strategic and integrated content that enhances the online presence, sector-based campaigns and leveraging various national, regional and local media relations and marketing channels.

Responsible for all content creation and content maintenance for the TH website and for all Tourism Hamilton digital marketing tools (i.e. blogs, eNewsletter, event calendar, partner listings, ePublish, eBrochure, etc) and ensures content aligns with TH brand style guide and content framework.

Develops and implements strategies including travel media and social influencer initiatives and/or programs to support the tourism industry stakeholders and attract visitors to Hamilton. Acts as the key primary contact for national and regional magazines, broadcasters and bloggers in relation to tourism and travel based initiatives and activities.

Supervises contracted agencies, consultants, summer and co-op students on tourism development-based initiatives.

Oversees research initiatives including digital trends, blog programs and disseminates research findings providing recommendations to Supervisor to inform the Division's tourism product development strategies and tactics.

Creates correspondence and prepares reports related to research findings, best practices and destination development opportunities.

Coordinates and leverages opportunities to collaborate with tourism industry stakeholders in the development of partner based initiatives to engage travel publications, writers and social influencers that showcase Hamilton's amenities, attractions and hosting opportunities to positively impact travel destination decisions for visitors and businesses.

Organizes media visits and itineraries specific to promoting the tourism and culture based programs, services, attractions and events in the city

Participates in the development of key digital publications and collateral such as eBrochures to support the work of for the Tourism Hamilton Sales Team.

Represents the Division and Tourism Hamilton on destination development committees established through the Provincially mandated Regional Tourism Organizations.

Responsible for budgets related to the development and implementation of tourism destination development priorities including familiarization tours, social influencer campaigns, blogger programs etc.

Performs industry and stakeholder outreach including information sessions, gives presentations, attends tourism industry-based Team Hamilton meetings, and provides training (e.g. industry trends), as required.

Supports the necessary preparations for reports, communications and presentations such as Council reports, Senior Management presentations, Stakeholder reviews, etc.

Attends travel media industry trade shows, events and other relevant conferences as required.

Supports the Integrated Digital Marketing Officer where required i.e. vacation coverage.

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

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

QUALIFICATIONS

1. Demonstrated experience in tourism, destination development, or marketing normally acquired through the completion of a Degree or Diploma in Tourism, Business, Marketing, Public Relations, Journalism or a related discipline and/or a combination of education and related work experience.
2. Progressively responsible experience working in tourism or a tourism-related organization, agency or group preferred.
3. Demonstrated ability to conduct research, plan, coordinate, implement, and evaluate visitor and tourism business attraction strategies and tactics.
4. Demonstrated ability to develop partnerships and work collaboratively with travel media, travel influencers and industry/sector based businesses to promote Hamilton as a tourism destination.
5. Demonstrated understanding of destination development and audience assessment best practices.
6. Demonstrated knowledge of Hamilton's attractions, amenities and experiences for visitors. Passionately committed to showcasing Hamilton as a destination for business and visitor travel.

7. High proficiency and experience with tourism based content creation and the implementation of current and emerging digital media tools.
8. Excellent computer skills and knowledge of web-based applications. Working knowledge of Word, Excel, Microsoft Outlook and Internet Explorer.
9. Demonstrated time management and project management skills. Ability to balance a number of projects simultaneously and to meet deadlines is essential.

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

POSITION MUST BE AVAILABLE TO WORK EVENINGS AND WEEKENDS AS REQUIRED.