

## **CITY OF HAMILTON**

**PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT**  
**(TOURISM & CULTURE DIVISION – TOURISM AND EVENTS**  
**LOCATION – 28 JAMES ST. N.**

### **TOURISM EVENT PROJECT SPECIALIST**

#### **SUMMARY OF DUTIES**

Reporting to the Manager of Tourism and Events (“Supervisor”), this position is responsible for working with culture, sport and tourism organizations to realize festivals and events in Hamilton that have measurable impacts on tourism growth and economic activity (“events”). The employee’s role will be to perform duties related to the planning, development and implementation of events through direct, facilitated or partnered methods including, but not limited to, the Canadian Football League and the Hamilton Tiger-Cats’ 2021 Grey Cup Festival and Game Day, 2022 ISU World Figure Skating Championships, and preliminary work on the 2023 CCMA Canadian Country Music Week.. This position is also responsible for managing select City of Hamilton contracts and agreements with service providers for the delivery of annual large-scale civic events.

#### **GENERAL DUTIES**

Coordinates the development and delivery of culture, sport and tourism organization events either through direct, facilitated or partnered methods. Monitors delivery methods and recommends changes to the Supervisor. Ensures events meet with legislative standards, government regulations and corporate requirements. Assists the events organizers in completing municipal processes and requirements related to operations and logistics (e.g. permitting, on and off-street parking, security, transportation, transit, etc.)

Assists Supervisor in working with event organizers to ensure that risk management plans meet City standards. Ensuring that event organizers are aware of emergency and safety procedures and their role in following the procedures.

In coordination with Supervisor and the Tourism and Culture Division Marketing Team, develops and maintains an effective marketing program on Tourism Hamilton social media channels in support of these significant events.

Provides administrative support and acts as a resource to volunteer host committees and related programming, marketing and hospitality plans to ensure outcomes are achieved. This role will include planning and communicating Hamilton Host Committee meetings working directly with the Chair, Host Committee and Sub Committees for these events.

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. Oversees contracts and service agreements between the City and third-party service providers for the following annual civic events – Winterfest, Victoria Day Celebration & Fireworks and Christmas in Gore Park. Resolves problems directly with service providers.

Participates in the process of recording and monitoring budgets for the division of tourism events, providing reports as required. When required, work with Supervisor to develop mitigation strategies to meet targets for City operations.

Responds to public, staff and elected officials' inquiries. Escalating complex issues to the Supervisor. Identifying continuous improvement opportunities to enhance tourism event delivery.

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 the Occupational Health and Safety.

Performs other duties as assigned which are directly related to the responsibilities of the job.

### **QUALIFICATIONS**

1. Previous related work experience normally acquired through the completion of a University degree or College Diploma in Event Management, Tourism, Business Administration, Marketing, Recreation or related field.
2. Minimum three years related experience in project and event planning/coordination in the tourism, culture and/or sports sectors.
3. Excellent verbal and written communication
4. Demonstrated problem solving skills.
5. Experience working with volunteers and volunteer committees
6. Excellent organizational and time management skills with demonstrated ability to plan and organize work, set priorities and meet deadlines.
7. Demonstrated ability to work independently and collaboratively with community and business stakeholders, management and the general public.
8. Experience in a computerized environment including Word, Excel, Microsoft Outlook, PowerPoint and Customer Resource Management systems.
9. Must possess a Class "G" Driver's License

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE