

CITY OF HAMILTON

PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT (TOURISM AND CULTURE DIVISION, CREATIVE INDUSTRIES AND CULTURAL DEVELOPMENT)

TOURISM RESEARCH OFFICER

Summary of Duties

Reporting to the Senior Project Manager of Creative Industries and Cultural Development, the Tourism Research Officer is responsible to research, collect, analyse, disseminate tourism statistical information as well as support digital marketing content management systems and work plans.

General Duties

Manage the maintenance for the Visual Content Management System for Tourism Hamilton (ie Crowdriff) including ongoing support for day to day activities such as rights approvals, tagging, folder maintenance, call to action identification and gallery creation.

Disseminate digital marketing content data to support Tourism Business Development activities with all related work-plans and related tourism business initiatives and inquiries.

Assist in the execution of the Tourism Hamilton marketing strategy and work plan in collaboration with Supervisor.

Research and provide regular analysis and reporting on how to improve the investment in the digital marketing content systems by sourcing and optimizing content that will attract and influence the most consumers.

Utilize and collect data to monitor and report on Tourism Hamilton key performance indicators whereby assisting in the preparation of departmental publications and strategies such as the Tourism Strategy, Economic Development Action Plan, Report Card, and other reports or publications as required.

Assist in the development and maintenance of all destination marketing tools including updating trip motivator systems that support the Tourism Hamilton website.

Provide analysis and reporting on demographic, economic, tourism consumer, visitor and user experience data for internal use, tourism partner investment inquires, and reporting to Council.

Support the assessment of Tourism Hamilton digital marketing content system requirements and provide recommendations through the evaluation of in-house versus outsourcing options.

Utilize where available iDSS/Crowdriff desktop systems in the production of in-house/external promotions.

Liaise with Director, Manager(s) and Tourism staff to develop presentations, seminars and materials for tourism industry events, providing creative and technical support for same.

Determine most cost-efficient use of resources in respect of the marketing, research and systems component of the budget (i.e. evaluation of in-house vs outsource options for publications, allocation of software/hardware resources based on Tourism Hamilton and Divisional requirements).

Serve as Tourism Hamilton's Visual Content Management systems support analyst including troubleshooting, assessing systems requirements and making recommendations for acquisitions, maintenance, etc.

Attend tourism sector functions, media conferences and trade shows as required.

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

Qualifications

1. Demonstrated experience in research, tourism, economics, statistics, and/or marketing environment normally acquired through the completion of a Degree or Diploma in Tourism, Research, Statistics, Marketing, Business or a related discipline and/or a combination of education and related research and data management experience.
2. Proficiency in Word, Excel, Microsoft Outlook, PowerPoint, Internet, PeopleSoft, desktop publishing, visual content creation and working with Customer Relationship Management Systems (CRM).
3. Strong working knowledge of, research, data collection, visual content presentation and editing tools and software will be considered an asset.
4. Must have superior written, oral and visual communication skills, including experience in creating and editing documents.
5. An understanding of social media tools and the needs/requirements of the target audience within the Tourism Sector.
6. Must have excellent verbal and written communication skills and the ability to relate to peers, superiors and other departments.
7. An ability to communicate effectively with the public and government agencies.
8. Analytical, statistical, research, trend analysis and forecasting skills.
9. Project management skills.
10. Ability to balance several projects simultaneously and to meet deadlines is essential.
11. Capable of working independently as well as part of an interdisciplinary team.

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