

## **EMPLOYMENT OPPORTUNITY: CULTURE AND TOURISM COORDINATOR** **PERMANENT FULL TIME**

Reporting to the Recreation and Culture Manager the Culture & Tourism Coordinator is responsible for the administration of all Town of Sylvan Lake Cultural & Tourism development. The Culture & Tourism Coordinator will work with local Community and Cultural groups to implement the Town of Sylvan Lake Cultural Master Plan. The incumbent provides energy, leadership and initiative in developing, growing and maintaining programs within the Town of Sylvan Lake. This is balanced with strong customer service ability, team leadership and business acumen.

### **Responsibilities:**

- Identify cultural needs and interests of residents and visitors and plan diverse cultural programming to meet the demand;
- Responsible for engaging the community groups to deliver all cultural and tourism planning including small scale events and implementation;
- Marketing and Advertising – developing tourism strategy and plans related to it and implementing the strategy for tourism and marketing.
- Promote Sylvan Lake as a tourist and cultural destination year round;
- Educate the community on cultural program offerings and articulate relevant suggestions/recommendations to customer and secure enrollment;
- Assist in the content and design of promotional & marketing plans;
- Identify and recruit qualified instructors & volunteers for the various programs and events;
- Work positively with cultural and tourism committees, non-profit and local businesses;
- Responsible for Culture and Tourism budgets;
- Interpret statistics for program usage and event attendance, coordinate and use this information to adjust programs/events for improved efficiency and customer satisfaction;
- Interface positively with educational/cultural/tourism programs, schools and community groups;
- Assist in identifying and securing sponsorship and grants;
- Willingness and ability to work flexible hours as scheduled;
- Ensures that all customer inquiries, and any other issues are handled proficiently and professionally;
- Promote, support and enforce the Town Health and & Safety Policy and Procedures, and Provincial Occupational Health and Safety Act requirements;
- Responsible to be the liaison and/or resource to other department, cultural groups, community groups, tourism and consultants to promote and further enhance the tourism and cultural opportunities within the community;
- Perform other duties essential to the position (as required);
- Responsible to complete reports, budgets and monitor final accounting;
- Attend required meetings and related seminars;

### **Qualifications:**

- 2-3 years' experience in a Municipal Setting;
- Two years successful program experience in a Cultural and Tourism related business;
- Supervisory experience position would be an asset;
- Project Management training with a designation a definite asset;

- Diploma or Degree in Business, Culture, Recreation, Tourism or a combination of experience and education or a related field would be an asset;
- Ability to coordinate, plan, implement, evaluate and organize, cultural programs for a wide variety of age groups and backgrounds;
- Solid knowledge and experience in cultural offerings including the ability to teach and create lesson plans;
- Understanding community development strategies
- Strong sales, marketing customer service and communication skills;
- Solid ability to find, and grow revenue opportunities;
- Excellent organizational and time management skills;
- Excellent listening skills to provide solutions;
- Strong written and oral communication skills, including presentation ability;
- Strong follow-up skills and an ability to deal with tact, diplomacy and confidentiality;
- Knowledge in Municipal Operations/Policies;
- A valid Class 5 Alberta Driver's License;
- Current First Aid & CPR Certification;
- Background and criminal check will be required;
- Build strong working relationships with organizations and business community, volunteers and co-workers;
- Possess cultural awareness and sensitivity;
- Ability to successfully resolve customer complaints;
- Interprets demographics and identifies prospective programs/events;
- Ensures consistent delivery of services to established standards using standard operating procedures;
- Providing the appropriate coaching of instructors;
- Work odd or long hours as NexSource schedule demands;

This is a terrific opportunity to work in a professional, team focused environment. You have a strong desire to be major contributor to the success of a vibrant and growing organization. If you are up to the challenge of taking ownership and wanting to make a difference, this is an ideal situation. We offer competitive rates, an excellent benefit package and a strong team to work with. If this position intrigues you, please submit your resume in confidence specifying which position you are applying for by February 5, 2018 to:

**Town of Sylvan Lake**

5012 – 48 Avenue, Sylvan Lake, AB T4S 1G6

Attention: Human Resources

F 403 887 3660 | [dscott@sylvanlake.ca](mailto:dscott@sylvanlake.ca)

