



Director, Tourism Services Salary Range: \$68,500 - \$79,000 annually

Company Overview:

Tourism Niagara-on-the-Lake (NOTL) is the official destination marketing organization for the Town of NOTL. Niagara-on-the-Lake is a well-known Canadian tourist destination located in Southern Ontario.

The town has become a popular leisure destination, offering a range of accommodations, cultural experiences (including arts, culture, heritage and theatre - notably the Shaw Festival theatre), culinary assets, wineries, breweries, cideries and distilleries, agri-tourism experiences, golf courses, green space, gardens, cycling trails, and retail (including the Outlet Collection at Niagara—Canada's largest open-air outlet shopping mall). Niagara-on-the-Lake was an important site during early Canadian history and is home to several historic sites, including the Fort George National Historic Site, Brock's Monument, Laura Secord Homestead, Mackenzie Printery & Newspaper Museum, as well as period-restored heritage homes, and the Niagara-on-the-Lake Museum.

Position Overview:

We are currently seeking an experienced, skilled, and dynamic leader to join our Tourism Services team. In this pivotal role, you will play a crucial part in leading a team to promote our destination as a premier location for tourism, conventions, conferences, and other strategies as outlined in Tourism NOTL's five-year tactical marketing plan and the Town of NOTL's Tourism Strategy, Masterplan, and Action Plan. The ideal candidate will possess strong leadership skills, tourism sector experience, project management expertise, and a proven track record in process improvement and business development.

Responsibilities:

Leadership and Administration

- Direct and manage the tourism team, which consists of the marketing officer, special project officer, and four visitor information staff.
- Lead and oversee tourism data collection and analysis of meaningful visitor data to support product development, visitor infrastructure development, and marketing.
- Responsible for managing and maintaining the tourism-related budget.

Strategy Development

- Oversee the development and execution of newly established Business Events and Romance Strategies.
- Plan new research-based advertising strategies for current and subsequent years that will increase the market segments' market share.

Marketing

- Lead and oversee the creative message development, design, and print of the marketing publications and collateral.
- Lead and oversee the marketing campaigns focusing on the tourism sectors, seasonal campaigns and other marketing initiatives undertaken by Tourism NOTL.
- Oversee the implementation of the social media strategy that aligns with the marketing plan goals and objectives.
- Oversee the tourism website strategy, contribute to and manage the flow of new web content, and monitor its effectiveness.

- Oversee the management of the tourism social media accounts (i.e. Facebook, Instagram, website, and future blogs)
- Manage the Influencer Partnership Manager program and strategy.
- Represent Tourism NOTL at industry events and consumer shows.

Promotion

- Develop relationships with national, international, and regional tourism-based publications, writers, and tour operators
- Design, develop, and conduct familiarization tours for media, event planning, tour operators, and travel writers
- Organize various media information and make affordable and effective media buys to promote tourism in NOTL
- Coordinate current and updated information to the press

What we are looking for:

- The ideal candidate will have completed post-secondary education in a relevant field or possess equivalent related experience in the tourism industry along with a strong understanding of destination marketing and management.
- Proven experience in a leadership role with a minimum of 5 years in a similar capacity
- Strong project management skills with the ability to prioritize and delegate tasks effectively
- Demonstrated success in process improvement initiatives and driving organizational change
- Excellent negotiation and communication skills
- Ability to inspire and motivate teams towards achieving common goals

What We Offer:

- A dynamic, supportive work environment
 - A chance to play a significant role in the driving the success of tourism in Niagara-on-the-Lake and the Region of Niagara
 - Competitive salary and benefits package.
 - On-site parking
- Interested candidates are invited to submit a resume and cover letter outlining how their skills and experience meet the qualifications of the position to careers@niagaraonthelake.com

Submit your cover letter and resume to careers@niagaraonthelake.com no later than July 26,2024 at 4pm.