



## JOB DESCRIPTION Marketing Program Manager

Headwaters Tourism is a not-for-profit, multi award-winning destination marketing organization representing the rural Headwaters region of Ontario and providing tourism services on behalf of the regional tourism industry and on behalf of the municipal partners in Dufferin County and the Towns of Caledon, Mono, Shelburne & Erin. Through innovation and vision, Headwaters Tourism has become a provincial and national leader in tourism destination marketing and management and is raising the bar for rural tourism development.

The Marketing Program Manager will coordinate a variety of programs and initiatives for Headwaters Tourism, as well as engage and work with tourism businesses across the Headwaters Region.

Under the direction of the senior management team, you will have the opportunity to gain hands-on experience from a small team of award-winning professionals; project manage tourism initiatives and special events; support Headwaters Tourism's operations and forge relationships with tourism industry champions in Headwaters and across the province.

### **Key accountabilities:**

- Be the initial point of contact for tourism inquiries from: visitors, tourism business operators, etc;
- Promote and highlight the variety of opportunities for operators to engage in Headwaters Tourism programming; and where appropriate sell programming opportunities to qualified partners;
- Coordinate Headwaters Tourism programming, including (but not limited to), Leading With the Best partner program, "Taste" programs, Visitor Guide advertising, etc;
- Program sales, including identification of target businesses, and maintaining and meeting program revenue targets;
- Monitoring of Headwaters tourism marketplace, to provide intel and guidance to support Headwaters Tourism's strategic objectives, and market opportunities;
- Updating and maintaining tourism databases;
- Support for all marketing events and initiatives, including event coordination and public/industry engagement activities, as required.

### **Key competencies:**

- Ability to work in a fast-paced, dynamic environment;
- Is meticulous and fastidious about delivering quality outcomes;
- Has strong organizational and project management skills;
- Is comfortable liaising with individuals and groups in a professional manner;
- Is committed to learning and loving everything about Headwaters;
- Have a valid Ontario driver's license.

This is a full-time entry level position (35 hours/week) based out of our offices near Orangeville Ontario.

Deadline for applications: Friday, October 12, 2018. Send resume & cover letter to: [hr@headwaters.ca](mailto:hr@headwaters.ca)

We thank all those who apply, but advise that only those applicants selected for an interview will be contacted.