



<b>POSITION TITLE:</b>	Tourism and Events Supervisor
<b>REVISION DATE:</b>	October 2023
<b>REPORTS TO:</b>	Director of Parks, Recreation and Culture
<b>DIRECT REPORTS:</b>	Visitor Experience Staff
<b>POSITION SUMMARY:</b>	Reporting directly to the Director of Parks, Recreation and Culture, this position is responsible for the on-site operation of Burntcoat Head Park and Fundy Tidal Interpretive Centre, including staff oversight, customer service, and overall site operations. The Tourism and Events Supervisor also develops tourism and event strategies, work to enhance the municipality's tourism and event assets, and executes marketing and promotional programs in support of strategic goals. This role is based on-site at Burntcoat Head Park and Fundy Tidal Interpretive Centre during the tourism season.

---

### TASK NO.

### DESCRIPTION

*Position Descriptions are intended to provide an outline of the general areas of responsibility and duties associated with a given position. Position descriptions are not intended to capture the full breadth of tasks and/or assignments an employee may be directed to complete at any given time. The MEH reserves the sole and unfettered right to make changes to this position description, as required by the organization, without impact upon the employment relationship.*

## JOB DUTIES & RESPONSIBILITIES

### 1. Facility and Event Administration - Management (35%)

- 1.1. **Oversee Daily Activities** - On-site supervision of the day-to-day activities of Burntcoat Head Park, Fundy Tidal Interpretive Centre, and Municipal/Corporate events including: staffing; maintenance of the facilities; ensuring log books, facility bookings, guided tours, routine hazard assessments, and reports are completed accurately; managing customer inquiries and concerns; and ensuring procedures for opening and closing facilities are performed.
- 1.2. **Program and Event Planning and Monitoring** - Plan and monitor the day-to-day programs, tours, and events at Burntcoat Head Park and Fundy Tidal Interpretive Centre to ensure optimal quality, including annual Explore Your Own Backyard event
- 1.3. **Volunteer Recognition Event** - Responsible for the Municipality's annual volunteer recognition event including coordinating the nomination process and sending out invites to nominees and special guests. This position also recommends the location, food, decorations, certificates, and drafts the scripts for the ceremony.
- 1.4. **Public Relations** - Perform public relations duties including managing public inquiries or concerns.
- 1.5. **Program and Event Development and Promotion** - Assist with the development and promotion of tourism and events programs.
- 1.6. **Inventory Control** - Maintain an adequate inventory of first aid, program supplies and tourism related inventory.

- 1.7. **Financial Management** - Purchase equipment and supplies as needed while ensuring expenditures are within budget and financial guidelines.
- 1.8. **Recreation Management Software** - Maintain the recreation management software for the programs and services offered at Burntcoat Head Park and Fundy Tidal Interpretive Centre.

## 2. Supervisory Responsibilities (25%)

- 2.1. **Orientation and Training** - Develop and deliver an orientation and training program to all tourism staff. Complete all documentation for onboarding and departing staff.
- 2.2. **Scheduling and timekeeping** - Schedule tourism staff, guided tours, facility use, and community programs. Review and approve timekeeping for seasonal tourism staff.
- 2.3. **Human Resource Management** - Supervise human resources including: coaching/mentoring; performance appraisals; setting key targets for tourism staff; responding to staff concerns, escalating to the Director as necessary. Contribute to staffing recommendations in accordance with the Municipality's HR policies. This position also oversees and gives direction to volunteer resources not employed by the Municipality.
- 2.4. **Workplace Environment** - Promote a positive and productive work environment for all tourism staff. Ensure a spirit of teamwork, respect, and professionalism exists by promoting the benefits of collaboration and consultation, not only within the team, but with the staff of other Departments in the Municipality.
- 2.5. **OH&S Compliance** - Ensure compliance with all Occupational Healthy & Safety requirements such as ensuring adequate safety training to staff and ensuring all SDS and job procedures are maintained and up-to-date. This position is also responsible for reporting all incidents and hazards according to the Municipality's OH&S Program.

## 3. Tourism Industry Support Services (15%)

- 3.1. **Community Development & Tourism Industry Support** - Support new and existing businesses in tourism-related activities and provide information to community groups, private sector and government in the planning and development of the tourism community.
- 3.2. **External Grant Programs** - Provide assistance to private sector and community groups through the application process for funding opportunities to develop and market their tourism offer, with municipal, provincial and federal grant programs.
- 3.3. **Signature-Destination Special Events** - Work closely with the tourism industry and colleagues within Municipality in the support and delivery of other programs.

## 4. Strategic Development and Action Planning (10%)

- 4.1. **Research and Prepare Reports** - Prepare and present reports and recommendations to the Director of Parks, Recreation and Culture and to Council, as required.
- 4.2. **Tourism Development and Implementation** - Seek out opportunities for tourism development and promotion (places, events and experiences) while executing the existing tourism strategy to continue to grow the tourism sector.

- 4.3. **Research and Awareness** - Keep up-to-date on current tourism and events trends by conducting research and feasibility assessments for potential opportunities along with generating ideas on how to enhance existing opportunities.
- 4.4. **Product Research** - Initiate and coordinate strategic product research on existing and emerging tourism and events product areas.

## 5. Marketing, Promotions and Partnerships (15%)

- 5.1. **Promotion and Marketing** - Identify and capitalize on opportunities and promote East Hants signature places, events and experiences.
- 5.2. **External Contacts Engagement** - Create and manage an external contacts engagement plan to support the tourism and events community. This includes acting as the municipal liaison and attending community functions, events and meetings.
- 5.3. **Strategic Partnerships** - Develop and enhance strategic and creative partnerships and alliances among private sector, community and other tourism contacts, as well as non-tourism interests at the municipal, provincial, regional and national levels.

## REQUIRED QUALIFICATIONS AND TRAINING

### **Education and Experience**

- University degree in Tourism or related field such as business, planning, marketing, economics with a tourism concentration or equivalent.
- Minimum of three (3) years' experience in a tourism and /or events-related field.
- Demonstrated experience managing a customer-service focused team.
- Experience in community engagement, marketing communications, marketing strategy, online strategy development and execution.
- Experience in tourism and events development within the public sector would be considered an asset.

### **Knowledge, Skills, Abilities**

- Strong team-leadership skills.
- Strategic and creative thinker.
- Strong interpersonal and relationship-building skills.
- Strong written, presentation and verbal communication skills.
- Event planning experience.
- Project management experience would be considered an asset
- Experience with social media and other online applications.
- Working knowledge of Municipal government, knowledge of federal and provincial policies/programs for tourism development.
- Advanced knowledge and experience with the MS Office Suite including Excel, client relationship management software, database experience and project management tools.
- Must hold a valid driver's license for frequent travel to tourism sites.

### **Working Environment**

- This position qualifies for overtime pay.
- This position works daily on-site at municipal tourism sites during the tourism season.
- The workload of this position is frequently unpredictable and may require overtime on an unpredictable without notice basis.
- The incumbent of this position must be flexible in terms of hours of work in order to deal with meetings and events that occur outside normal office hours.

*I hereby certify, to the best of my knowledge, the information provided regarding this job description is complete and factual, and accurately describes the work performed.*

<i>Employee's Signature</i>	<i>Employee's Name (print)</i>	<i>Date:</i>
<i>Director's Signature</i>	<i>Director's Name (print)</i>	<i>Date:</i>
<i>CAO's Signature</i>	<i>CAO's Name (print)</i>	<i>Date:</i>