

**Organization:** Tourism Barrie

**Position:** Full-Time

**Title:** Business & Community Relations Coordinator

**Location:** Barrie, Ontario

**Position Overview:**

Tourism Barrie is seeking a motivated and community-minded Business & Community Relations Coordinator to support our growing network of tourism partners, stakeholders and local tourism-industry businesses.

This role is ideal for a dynamic, outgoing individual who enjoys building relationships, engaging with local businesses, and contributing to the development of Barrie's tourism sector. The Coordinator will assist with partnership management, outreach, communications, product development within the tourism industry, and frontline visitor services. Working closely with the region's tourism industry, this role ensures strong connections between Tourism Barrie and local business & community stakeholders to enhance our presence within the business community and grow the visitor economy.

This is an entry-level position offering training, mentorship, and long-term growth potential. Tourism Barrie is a supportive and collaborative workplace, with staff who have proudly worked with the organization for over 17 years.

**Key Responsibilities:**

- Build and maintain strong one-on-one relationships with tourism operators, local businesses, restaurants, hotels, sports/entertainment organizations and other stakeholders to advance destination marketing strategies and collaborative initiatives.
- Proactively identify and engage new tourism-industry businesses and operators by visiting in person (on-site), discussing the benefits of partnering with Tourism Barrie, and helping them amplify their products/services to grow the visitor economy.
- Work with partners to co-develop and implement strategies (marketing, content, storytelling, experience development) that amplify partner stories, experiences, products and services — thereby fostering destination awareness and enhancing Barrie's sense of place.
- Manage and maintain client/partner databases, including tracking engagement, partner status, performance indicators, and growth metrics for the tourism-business network.

- Collaborate with The Team to ensure partner messaging is aligned with Tourism Barrie’s brand, and support content development (digital and print) that highlights tourism-business partners and destination experiences.
- Attend, support and participate in industry meetings, tourism/travel trade shows, partner networking events, and community outreach initiatives — representing Tourism Barrie and fostering partner relationships.
- Work with internal teams to identify opportunities that align with strategic tourism goals and benefit local tourism businesses.
- Provide front-line visitor services: act as a friendly first point of contact for individuals seeking information about visiting Barrie (things to do, eat, play), both in-person and by phone/email; uplifting the visitor experience and connecting visitors with our local tourism products and businesses.
- Must be able to work Tuesday to Saturday workweek, with one weekend off per month.

#### **Qualifications & Skills:**

- Post-secondary education in business, marketing, communications or a related field; or comparable work experience in business relations.
- Demonstrated experience and /or aptitude in sales, partnerships, outreach, B2B relationships, and business development.
- Highly computer literate with proficiency in software and tools, including Canva, Adobe, website content-management systems, CRM/database platforms and posting on Social Media Channels
- Strong interpersonal, communication (written and verbal) and presentation skills, comfortable engaging with business owners, operators, community stakeholders and visitors.
- Ability to work independently and collaboratively, manage multiple priorities, and adapt in a dynamic tourism business environment.
- Valid driver’s licence, access to a car for daily travel within Barrie/region to visit clients/partners.
- Willingness and ability to work weekends and some evenings, as required by events, partner meetings or visitor-service demands.
- A “community-first” mindset: comfortable working in a role that fosters tourism business growth and local economic development within the region.

#### **Compensation & Benefits:**

Salary: **CAD \$55,000** per annum plus benefits.

Mileage and on-the-job travel reimbursed as per policy.

Professional development opportunities (tourism conferences, training, industry certification programs).

Workweek is Tuesday to Saturday, with one weekend off per month. No remote, must work in person at the Barrie Visitor Information Centre.

### **How to Apply**

Please submit a Resume and Cover Letter outlining your interest and relevant experience.

Email to [travel@tourismbarrie.com](mailto:travel@tourismbarrie.com)

In person to 4 Essa Rd., Barrie, Ontario L4N3K3