

## Client Services and Events Coordinator

**We're looking for a passionate individual who lives and breathes tourism, customer service, writing content and organizing events to join our team!**

When you join Tourism Barrie, you are joining a small outstanding team achieving great things in destination marketing and working with the local tourism industry and regional attractions and stakeholders.

This is a permanent full-time position responsible for:

1. Providing Travel Counselling to visitors and the community and fulfilling Tourism Barrie's Visitor Information Services on behalf of the City of Barrie and stakeholders, which includes:
  - Maintaining a high level of community knowledge on activities and attractions;
  - Researching relevant information about the destination (events, services, facilities) that is of interest to visitors to the region;
  - Providing travel counselling on unique Barrie Experiences;
  - Assist visitors in a professional, prompt and friendly manner via email, phone, social media, mail, and in person.
  
2. Tourism industry partnerships and collaborations are the foundation of our destination marketing services, and is the top priority for Tourism Barrie. This position is responsible for coordinating Client Services, which includes:
  - Coordinating communications with all clients and stakeholder's renewal of content, photos, social media integration, website and guides content and maintain organized up-to date files;
  - Building relationships and meeting one on one with industry businesses and operators to inform them of programs, opportunities and services;
  - Managing and maintaining Client Services databases and invoicing.
  
3. Tourism Barrie works with cutting edge technology for its content management website platform, social media and e-newsletters. This position requires a strong knowledge and skills of online digital technology and the ability to multitask and navigate between multiple software applications, which includes:
  - Contributing to daily social media strategies to develop destination awareness and create content of unique Barrie Experiences from the tourism industry and stakeholders' stories;
  - Curating, editing and proof-reading content and imagery for weekly e-newsletters and social media integration;
  - Encouraging the tourism industry and stakeholders to share stories and experiences for destination marketing.

4. Tourism Barrie hosts events for both tourism industry partners and visitor experiences and tours. The position entails coordinating networking, learning and annual events for industry operators. The successful candidate will also have the creativity and imagination to develop Barrie Experiences tours and product development for the visitors.
  - Coordinating annual events; Toast to Tourism, awards ceremonies, networking and workshops for 50 to 200 people.
  - Working with local tourism operators to curate their products and experiences and convert them into tours and unique Barrie Experiences;
  - Providing visitor services at special events, tradeshow or festivals;

### **Qualifications:**

- Knowledge of the tourism industry and skills in research and providing accurate knowledge to the public at large.
- Outstanding customer service and development skills and well-developed administrative, project and client management skills.
- Ability to foster collaborative working relationships with stakeholders and the tourism industry.
- Demonstrated knowledge and skills in developing and curating stories, content and imagery for a destination.
- Strong writing, spelling, grammar and content development and proof reading skills.
- Solid foundation of coordinating events. A flare for working with community organizations and operators to develop products and experiences to promote the destination to visitors from around the world.
- Demonstrated creativity, design and composition for digital media.
- High level of skills and experience in technologies and content management systems and platforms. High level of computer literacy.
- Asset to have skills in Adobe Photoshop and/or Premier Elements, optimizing photos and imagery for online platforms, and video editing software applications.
- Must be able to work occasional weekends and evenings.
- Must have a valid driver license, clean driving abstract and daily access to a reliable vehicle for offsite travel.

### **Education:**

- Must have a University or Post-Secondary education, preferably in marketing, communications, Public Relations or Tourism.

### **Experience:**

- Project and client coordinating experience.

- Experience in online content and social media development, and E-marketing platforms.
- Coordinating events.

Post closes June 21, 2019

**This Full Time position has a \$45,000.00 annual wage plus benefits after probationary period**

**Location: Barrie, Ontario, Canada**

**To apply send Resume and cover letter to  
Hiring Committee  
Tourism Barrie  
205 Lakeshore Drive, Barrie ON. L4N 7Y9  
or email to: [travel@tourismbarrie.ca](mailto:travel@tourismbarrie.ca)**