

## **MUNICIPALITY OF CLARE DIRECTOR OF TOURISM**

The Municipality of Clare is seeking the services of a full-time bilingual Tourism Director to plan, develop and implement programs, projects and experiences to promote the Municipality of Clare and its facilities as a destination for leisure travel, group tours, meetings, and special events through aggressive marketing initiatives.

**Job Description** - For a more complete job description and list of skills, abilities and attributes required, see below.

**Qualifications** - Bachelor's Degree and five years of administrative or managerial experience in tourism development, advertising, business development, marketing activities, or closely related field, for a public or private enterprise, three years of which must have been in a supervisory capacity. Marketing, communications, tourism, or closely related field may be substituted for two years of the general experience described above.

**Salary** - Salary commensurate with experience.

**Application** - To apply, please forward a cover letter and resumé to the attention of Connie Saulnier, CAO, Municipality of Clare, by email at [council@municipality.clare.ns.ca](mailto:council@municipality.clare.ns.ca)

**Deadline for Submission** - Applications for the position will be accepted until Thursday, January 13<sup>th</sup>, 2011 at 4:30pm

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### **DIRECTOR OF TOURISM JOB DESCRIPTION**

The incumbent of this position is responsible for planning, developing and implementing programs, projects and experiences to promote the Municipality of Clare and its facilities as a destination for leisure travel, group tours, meetings, and special events through aggressive marketing initiatives. Supervision is exercised over employees. Does related work as required.

The individual reports to the Chief Administrative Officer.

#### **JOB DUTIES**

Plans, develops and implements strategies for increasing awareness and sales of the multi-faceted "Rendez-vous de la Baie" facility;

Manages the operations of the Rendez-vous de la Baie;

Plans, develops and implements programs, projects and experiences aimed at promoting tourism within the Municipality of Clare;

Plans, formulates and recommends policies and programs which will further overall tourism objectives;

Assists various agencies in developing strategies for increasing visitor volume and expenditures;

Works with local and regional organizations in building the awareness of the tourism/travel industry;

Oversees the development, review and distribution of brochures, articles, press releases, etc., on tourism-related subjects including attractions, events, services, facilities, tourism marketing and public relations;

Supervises and participates in trade shows, sales missions, and familiarization tours for journalists, travel agents, and tour operators;

Conducts market research on tourism trends;

Participates in cooperative ventures with various tourism agencies regionally, nationally and internationally to promote Clare tourism;

Collaborates with advertising agencies to create campaigns to promote Clare to relevant market segments;

Designs, develops and implements an annual marketing plan.

Issues a variety of reports and studies related to promoting tourism in Clare.

Keeps informed on current trends in the travel/tourism industry and of the uses and capabilities of the variety of destinations in the Province;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

Performs other related tasks, as needed or as requested.

#### **REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:**

thorough knowledge of tourism development and promotional activities in Clare;

thorough knowledge of the principles, methods and techniques used in tourism marketing, promotional and public relations, local tourism development, tour packaging, and tourism event development and coordination;

good knowledge of issues, concerns and impediments affecting tourism development;

good knowledge of the methods and techniques of program management;

good knowledge of the geographic and business area layout of the community,

ability to supervise the work of others;

ability to work in both official languages (French and English)

ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail, social media, and database software;

ability to meet and deal effectively with people at all levels in the public and private sector;

sound judgment;

integrity;

creativity;

resourcefulness;

#### **REQUIRED TRAINING AND EXPERIENCE:**

Bachelor's Degree and five years of administrative or managerial experience in tourism development, advertising, business development, marketing activities, or closely related field, for a public or private enterprise, three years of which must have been in a supervisory capacity. Marketing, communications, tourism , or closely related field may be substituted for two years of the general experience described above.