

# THE TOWN OF ANTIGONISH

<b>Position:</b>	Destination Development Coordinator
<b>Department:</b>	Community Development
<b>Reports to:</b>	Marketing and Communications Officer
<b>Salary Range:</b>	\$18/hour
<b>Status:</b>	Part-Time (21 Hours per week)

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## General Accountability:

Reporting to the Marketing and Communications Officer, the Destination Development Coordinator will develop, support and deliver communications, marketing and event projects and activities for the Town. The ideal candidate will have demonstrated the following personal attributes: interpersonal skills, conceptual thinking, personal accountability, self-management, teamwork, problem solving, and decision making. The successful individual has a passion for building a great brand while working collaboratively with internal teams and external partners.

## Responsibilities:

### Community Events

- Manage equipment and facility requests and returns (arranging delivery and drop off times)
- Assist community groups with event logistics on an as needed basis.
- Provide promotional resources to community groups (i.e. templates, promotional ideas, potential funding opportunities, etc.)
- Provide onsite support as needed and as necessary.
- Coordinate with By-Law Office for traffic control plans.

### Creating an Internal and External Event Toolkit

- Creating and managing an inventory for Town owned supplies.
- Create a database of local vendors and facilities for additional event supplies.

### Placemaking

- Attend tourism related functions to promote the Town of Antigonish with or in replacement for the Marketing and Communications Officer.
- Assist with the development of tourism related promotional materials.
- Assist with the coordination of Antigonish By Choice: Shop Local Campaign.
- Provide input and assist Marketing and Communications Officer and Director of Community Development with the planning of facilities enhancement to make more specialized event spaces.

### Wayfinding

- Collaborate with the marketing and Communications Officer on the development of a 1 to 3-year Wayfinding strategy, which includes:
  - Identifying new wayfinding opportunities
  - Updating existing wayfinding and signing in the community
  - Designing new materials for wayfinding
  - Planning and budgeting for implementation

### Town Hosted Events

- Organize, plan and coordinate Canada Day Celebrations, Christmas Parade and Christmas Tree Lighting events, which includes:
  - Writing and submitting funding applications
  - Creating and maintaining accurate event budgets
  - Planning event programs
  - Booking entertainment
  - Coordinating onsite Logistics

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- Recruit and assign volunteers
- Social media and promotions
  - Create and distribute materials following the approval of the Marketing and Communications Officer.
- Event Evaluation
  - Conduct internal and external evaluation exercises (i.e. surveys, attendance records) to determine successes and potential opportunities.

## **Social Media/Website/Promotions**

- Assist the Marketing and Communications Officer in managing Town owned social media accounts.
- Assist the Marketing and Communications Calendar in creating a social media calendar.
- Assist the Marketing and Communications Officer with regular website updates and content development as required.
- Managing and reporting on web and social media analytics.

## **Knowledge, Skills and Abilities:**

- Knowledge and experience planning and coordinating small- and large-scale events.
- Knowledge and confident skills using social media platforms.
- Excellent interpersonal skills with demonstrated ability to build and foster relationships.
- Ability to balance multiple projects while maintaining a positive and proactive attitude.

## **Qualifications:**

- Degree or diploma in communications, event planning, public relations, marketing or other related discipline – equivalencies that consist of an acceptable combination of education and experience may also be considered.
- 2-5 years of related industry experience.
- Demonstrated success in developing strong relationships with government departments, industry associations, and other organizations.
- General knowledge and/or experience with graphic design would be considered an asset.
- General knowledge and ability to generate digital communications and ad copy.
- Proficient with Microsoft Office Suite.

## **To Apply**

Please submit your cover letter and resume outlining your interest and qualifications for this position via email with attention to:

Kate Gorman, Marketing and Communications Officer

[kgorman@townofantigonish.ca](mailto:kgorman@townofantigonish.ca)

In the subject line of your email, please indicate “Destination Development Coordinator Application”

**Deadline for applications Friday, January 17, 2020 at 4 p.m.**

The Town thanks all applicants for their interest in this opportunity, however only those selected for an interview will be contacted.