

# THE TOWN OF ANTIGONISH

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

---

## Special Note:

The Town of Antigonish has been modifying the delivery of events in order to protect the well-being of residents and visitors while the risk of COVID-19 Pandemic is still present in Nova Scotia. During this time the focus of this position will be on placemaking initiatives and projects to enhance the Town's community spaces. The event related responsibilities for this position will continue to be modified as public health protocols change and restrictions around gatherings and events are in place.

## 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 event related equipment requests and returns (arranging delivery and drop off times).
- Coordinate with the Manager of Parks and Recreation on the availability of Town facilities for events.
- 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 deemed necessary.
- Assist organizers who require coordination with By-Law Office for traffic control plans.

### Creating an Internal and External Event Toolkit

- Creating and managing an inventory for Town owned event 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 of the Marketing and Communications Officer.
- Assist with the development of tourism related promotional materials.
- Lead the coordination of Antigonish By Choice: Shop Local Campaign.
- 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

# THE TOWN OF ANTIGONISH

## **Town Hosted Events**

- Organize, plan and coordinate Canada Day Celebrations, Christmas Parade and Christmas events, which includes:
  - Writing and submitting funding applications
  - Creating and maintaining accurate event budgets
  - Liaise with Council committees
  - Planning event programs
  - Booking entertainment
  - Coordinating onsite Logistics
  - 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 event 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 Officer with regular website updates and content development as required.

## **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, September 11, 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.