



Job Description

Special Projects & Events Coordinator

IDENTIFICATION

Job Title: Special Projects & Events Coordinator

Supervisor's Position: Director of Economic Development & Tourism

Job Status: Permanent Full Time RI – 37.5 hours per week; non-standard work week with split shifts including some evenings, weekends, & holidays.

Location: Inuvik Welcome Centre, and other off-site locations when required.

PURPOSE OF THE POSITION

The Special Projects & Events Coordinator is responsible for the administration, coordination, communication, and promotion of special events and projects within the Department.

The Special Projects & Events Coordinator supports the Town of Inuvik by responding to and servicing visitor inquiries and by administering the day-to-day operations and special events of the department as directed by the Director of Tourism & Economic Development.

SCOPE

The Special Projects & Events Coordinator reports to the Director of Tourism & Economic Development. They are responsible for responding to all tourism and department inquiries, assisting in the promotion of the Town of Inuvik, including the administration and coordination of special events & committees. The Special Projects & Events Coordinator is also responsible to assist the Department in liaising with local businesses, stakeholders, and community organizations and will work closely with the Marketing & Communications Coordinator to ensure all marketing and promotional activities are implemented successfully.

The Special Projects & Events Coordinator also assists the Director of Tourism & Economic Development in coordinating the administration and execution of attending tradeshow, consumer shows & conferences on behalf of the Town of Inuvik.

In addition, the Special Projects & Events Coordinator is the lead administrator of all activities relating to the Annual Inuvik & Beaufort Delta Attractions Guide.

Failure to provide adequate services through administrative activities will result in poor visitor and business servicing possibly resulting in less future visitation, investment, and economic activity within the Town of Inuvik. This will have an impact on the overall vitality of the tourism, event, and economic development potential for the Town of Inuvik.

RESPONSIBILITIES

TOURISM & VISITOR SERVICES

- Responds to all tourism and department related inquiries, while providing basic tourism information to visitors & collateral fulfillment requests received in the department
- Ensures that all phone, web, social media, email, in-person, and other inquiries are responded to in a timely and professional manner
- Records and monitors all inquiries into the department database and provides reporting when required
- Ensures distribution of TOI collateral to local & regional Visitor Centres, hotels, tourism operators, & other locations as indicated by the Marketing & Communications Coordinator
- Manages & administers the retail of the Town of Inuvik promotional merchandise including inventory, retail sales, and invoice processing including ensuring the Town Office is stocked for optimal sales
- Promotes local businesses, artists, and tour opportunities

EVENTS

- Manages the registration and coordination of various events, conferences, & programs (Arctic Market, Arctic Development Expo, Culture Connections, & more)
- Coordinates and monitors financial transactions including invoicing of all participants, vendors, speakers, and sponsors
- Working closely with the Marketing & Communications Coordinator, distributes information, print & digital collateral, and communications to all participants including delegates, exhibitors, sponsors, speakers, vendors, community organizations, volunteers, & staff
- Collaborates with Marketing & Communications Coordinator for all logistics & volunteer coordination for all Department special events, projects, conferences, & tradeshow

- Coordinates a range of Events & Projects such as the following:
 - Arctic Development Expo
 - Inuvik Sunrise Festival
 - Arctic Market
 - Concerts in the Park
 - Tourism Week
 - Small Business Week
 - Inuvik Fall Fair
 - Visitor of the Week
 - Culture Connections
 - Other Special Projects and Events

SPECIAL PROJECTS & COMMITTEES

- Assists in the coordination and administration of a range of Departmental Committees & Special Projects including:
 - Town of Inuvik Promotional Retail
 - Tourism Stakeholder Committee
 - Inuvik Sunrise Festival Planning Committee
 - ADE Steering Committee
 - Economic Development Sector Committee
 - Travel Trade & Media FAM Tours, Groups, & Packages
- Working closely with the Marketing & Communications Coordinator, assists in the marketing & and promotional efforts of the Town of Inuvik through print & digital means
- Manages the planning, procurement, creation, and distribution of The Inuvik & Beaufort Delta Attraction and Service Guide including the following:
 - Compiles and solicits advertisements, & event information for the Guide
 - Solicits, secures, and manages all advertising sales including maintaining a detailed tracking inventory and recording system of all transactions
 - Liaises with the Community Services Department and other local businesses and agencies to collate the Annual Inuvik and Beaufort Delta Special Events Calendar
 - Liaises with publisher to ensure all advertisements are prepared and processed to specifications

OUTBOUND CONFERENCES, TRADESHOWS, CONSUMER SHOWS

- Assist in the preparation, collation, shipping, & delivery of promotional materials for conferences, tradeshow, and events
- Monitors and maintains an organized inventory of all Town of Inuvik and Conference/Tradeshow related collateral and promotional material & apparel
- Attends various outbound conferences, consumer shows & tradeshow as required

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of standard office and business administration policies and procedures
- Ability to express ideas clearly and effectively both orally and in writing
- Ability to work independently and take initiative
- Ability to make decisions quickly & effectively
- Ability to manage changing priorities while being accountable to budget and deadlines
- Demonstrated experience coordinating special events, projects, and initiatives
- Strong computer skills including use of Microsoft Office with strong proficiency in Microsoft Word, Excel, PowerPoint & Outlook programs
- Effective written communication skills including ability to prepare reports using statistics, charts, & graphs in addition to written content

The Special Projects & Events Coordinator would normally attain the required knowledge, skills, and abilities through the completion of Post-Secondary Education in communications, special event management, business administration and/or tourism management with at least 2 years of experience working in a similar event and project coordinating role, and at least 2 years of special event management experience working in a similar role or equivalent combination of education and experience. Equivalencies will be considered.

WORKING CONDITIONS

(The unavoidable, externally imposed conditions under which the work must be performed, and which create hardship for the incumbent including the frequency and duration of occurrence of physical demands, environmental conditions, demands on one's senses and mental demands.)

Physical Demands

(The nature of physical effort leading to physical fatigue)

The Special Projects & Events Coordinator may have to spend long hours sitting and using office equipment and computers, which can cause muscle strain. The Special Projects & Events Coordinator will also be lifting, pulling, and managing supplies and materials on a regular basis. They will have to ensure that all physical activities are completed in a safe and efficient way.

Environmental Conditions

(The nature of adverse environmental conditions affecting the incumbent)

The office at the Inuvik Welcome Centre may be a busy facility. The Special Projects & Events Coordinator may have to manage several projects at one time and may be interrupted frequently to meet the needs and requests of members, residents, visitors, clients, and contractors. The Special Projects & Events Coordinator may find the environment to be busy, noisy and will need excellent organizational and time and stress management skills to complete the required tasks. The Special Projects & Events Coordinator may work in a few facilities & outdoor locations which may involve extreme weather conditions, evenings, weekends, after-hours and on holidays.

Sensory Demands

(The nature of demands on the incumbent's senses)

Sensory demands include use of the computer, which may cause eyestrain and occasional headaches. The office may be noisy and busy making it difficult for the Special Projects & Events Coordinator to concentrate.

Mental Demands

(Conditions that may lead to mental or emotional fatigue)

The Special Projects & Events Coordinator will have to manage several requests and situations at one time. Stress may be caused by the need to complete tasks within tight deadlines.

CERTIFICATION

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| <hr/> Employee Signature <hr/> Printed Name Date I certify that I have read and understand the responsibilities assigned to this position. | <hr/> Supervisor's Title <hr/> Supervisor's Signature Date I certify that this job description is an accurate description of the responsibilities assigned to the position. |
| <hr/> Senior Administrative Officer's Signature Date I approve the delegation of responsibilities outlined herein within the context of the attached organizational structure. | |

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.