



TOWN OF INUVIK
Northwest Territories

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 - Mon to Fri - 37.5 hrs. per week
Location:	Welcome Centre & Other off-site locations where required for events

OVERVIEW

The Special Projects & Events Coordinator is responsible for overseeing the administration, coordination, communication, and promotion of special events and projects within the Department. This role includes addressing visitor inquiries and managing daily operations as directed by the Director of Tourism & Economic Development.

Reporting to the Director, the Coordinator promotes the Town of Inuvik and organizes special events and committees, liaising with local businesses, stakeholders, and community organizations. Collaboration with the Marketing & Communications Coordinator is essential to ensure effective marketing initiatives.

The Coordinator also assists in the administration and execution of tradeshow, consumer shows, and conferences on behalf of the Town of Inuvik and leads the management of the Annual Inuvik & Beaufort Delta Attractions Guide.

Ineffective administrative services may result in poor visitor and business experiences, which could reduce future visitation, investment, and economic activity, ultimately impacting the Town of Inuvik's tourism and economic development potential.

RESPONSIBILITIES

TOURISM & VISITOR SERVICES

- Respond to all tourism and departmental inquiries, providing basic information and fulfilling collateral requests.
- Ensure timely and professional responses to inquiries via phone, web, social media, email, and in person.
- Record and monitor inquiries in the department database and generate reports as needed.
- Distribute Town of Inuvik collateral to local and regional visitor centers, hotels, tourism operators, and other specified locations.
- Manage and administer the retail of Town of Inuvik promotional merchandise, including inventory, sales, and invoicing.
- Promote local businesses, artists, and tour opportunities.

EVENTS

- Oversee registration and coordination for various events and conferences such as the Arctic Market, Arctic Development Expo, and Concerts in the Park.
- Manage financial transactions, including invoicing participants, vendors, speakers, and sponsors.
- Collaborate with the Marketing & Communications Coordinator to distribute information and materials to participants, including delegates, exhibitors, and volunteers.
- Coordinate logistics and volunteer efforts for departmental events, projects, conferences, and tradeshows.
- Manage a variety of events and projects, including:
 - Arctic Development Expo
 - Inuvik Sunrise Festival
 - Arctic Market
 - Concerts in the Park
 - Tourism Week
 - Small Business Week
 - Inuvik Fall Fair
 - Tourist of the Week
 - Culture Connections
 - Other special projects and events

SPECIAL PROJECTS & COMMITTEES

- Assist in coordinating and administering various departmental committees and 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
- Collaborate with the Marketing & Communications Coordinator on marketing and promotional initiatives for the Town of Inuvik through print and digital channels.

- Manage the planning, procurement, creation, and distribution of the Inuvik & Beaufort Delta Attraction and Service Guide, including:
 - Compiling and soliciting advertisements and event information.
 - Securing and managing advertising sales, maintaining detailed transaction records.
 - Liaising with the Community Services Department and local businesses to compile the Annual Inuvik and Beaufort Delta Special Events Calendar.
 - Coordinating with the publisher to ensure advertisements meet specifications.

OUTBOUND CONFERENCES, TRADESHOWS, CONSUMER SHOWS

- Assist in preparing, collating, shipping, and delivering promotional materials for events and conferences.
- Maintain an organized inventory of Town of Inuvik and conference/tradeshow promotional materials and apparel.
- Attend various outbound conferences, consumer shows, and tradeshow as needed.

KNOWLEDGE, SKILLS, AND ABILITIES

Tourism Principles: Understanding of tourism operations and visitor services.

Event Management: Knowledge of event planning and coordination processes.

Marketing & Communications: Familiarity with marketing strategies, promotional techniques, and digital marketing.

Local Knowledge: Awareness of regional attractions, businesses, and cultural opportunities within the Town of Inuvik.

Database Management: Understanding of data entry and tracking systems for inquiries and reporting.

Communication Skills: Strong verbal and written communication abilities for responding to inquiries and collaborating with stakeholders.

Customer Service: Excellent customer service skills to interact positively with visitors and the community.

Organizational Skills: Strong organizational and multitasking skills to manage events, inquiries, and projects effectively.

Financial Management: Skills in managing budgets, invoicing, and financial tracking for events and projects.

Problem-Solving: Ability to assess situations, identify issues, and implement effective solutions quickly.

Collaboration: Ability to work effectively with diverse teams, including local businesses, government agencies, and community organizations.

Attention to Detail: Ability to ensure accuracy in promotional materials, event details, and database management.

Adaptability: Flexibility to manage changing priorities and adjust to various tasks and responsibilities as needed.

Leadership: Ability to coordinate volunteers and manage event teams, ensuring tasks are completed effectively.

Initiative: Proactive approach to identifying opportunities for improvement in tourism services and event execution.

WORKING CONDITIONS

Physical Demands

The Special Projects & Events Coordinator may need to spend extended periods seated while using office equipment and computers, which may lead to muscle strain. Additionally, the Coordinator will regularly lift, pull, and handle supplies and materials. It is essential that all physical activities are performed safely and efficiently.

Environmental Conditions

The office environment can be quite busy, requiring the Special Projects & Events Coordinator to manage multiple projects simultaneously and handle frequent interruptions from members, residents, clients, and contractors. The coordinator may experience a fast-paced, noisy atmosphere and will need strong organizational, time management, and stress management skills to successfully complete tasks. Additionally, the role may involve working in various facilities and outdoor locations, potentially facing extreme weather conditions, as well as requiring work on weekends, after hours, and during holidays.

Sensory Demands

The sensory demands of the role include extended computer use, which can lead to eyestrain and occasional headaches. The office environment may also be noisy and busy, making it challenging for the Special Projects & Events Coordinator to maintain focus and concentration.

Mental Demands

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.

I certify that I have read and understand the responsibilities assigned to this position.

Employee's Printed Name

Employee's Signature

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.