



# Job Description

## Tourism & Event Assistant - Term

## **IDENTIFICATION**

Job Title: Tourism & Event Assistant

Supervisor's Position: Director of Economic Development & Tourism

Job Status: Six (6) Month Term - Full Time RI – 37.5 hours per week; nonstandard working hours (i.e. variety of shifts, evenings, weekends and holidays)

Location: Town Office & other off-site locations when & where required

## **PURPOSE OF THE POSITION**

The Tourism & Event Assistant is responsible for assisting in the promotion of the Town of Inuvik by responding to and servicing visitor inquiries and by administrating the day-to-day operations and special events of the department as directed by the Director of Economic Development & Tourism.

## **SCOPE**

The Tourism & Event Assistant reports to the Director of Economic Development & Tourism. He/she is responsible for responding to all tourism and department inquiries, assisting in the promotion of the Town of Inuvik, assisting with the administration and distribution of communications of the department, and assisting in the liaising with local businesses.

The Tourism & Event Assistant also assists the Director of Economic Development & Tourism in coordinating the administration and operations of special events, tradeshow & conferences.

In addition, the Tourism & Event Assistant 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**

### **Respond to all tourism and department related inquiries & collateral fulfillment requests received in the department**

- Ensure that all phone, email, in-person and other inquiries are responded to in a timely and professional manner
- Record and monitor all inquiries into the department database and provide reporting when required
- Assist in the preparation, collation, shipping, & delivery of promotional materials for conferences, tradeshow, and events

### **Assist with the administration and distribution of Department communications**

- Record and distribute minutes and updates for Department related meetings and committees
- Ensures distribution of TOI collateral to local & regional Visitor Centres, hotels, tourism operators, & other locations as indicated by the Marketing & Communications Coordinator
- Collates reports for Town Council including information gathered from Marketing & Communications Coordinator and the Department Manager
- Attends & records minutes from Town of Inuvik Tourism Stakeholder Committee meetings

### **Coordinate special events & projects under the guidance of the Director of Economic Development and Tourism**

- Arctic Market
- Tourist of the Week
- Tourism Week
- Picnics and Programming in the Park
- Inuvik's 60<sup>th</sup> Anniversary
- Other events and projects throughout the year

### **Assist the Director with the Arctic Energy & Emerging Technologies Conference & Tradeshow**

- Office administration (Sponsor contracts, speaker contracts and travel logistics)
- Event Coordination (Volunteer coordination, registration, set-up, and tear down)

### **Town of Inuvik Tourism Promotion**

- Work with tour operators and other tourism stakeholders and partners on various projects and activities
- Support marketing and promotional efforts (print, digital, web, and social media)
- Organize, manage, sell, track and promote Town of Inuvik promotional materials and merchandise

### **Administer the creation of the Annual Inuvik Guide**

- Arrange and communicate with advertisers and local community organizations
- Work closely with our guide designers & distributors to ensure an accurate and inviting Visitor Guide

### **Other projects & duties**

- Perform other related duties as required at the discretion of the Department Manager

## **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

## **QUALIFICATIONS**

- Event, Tourism, &/or office administration background
- Strong local knowledge of area attractions, events, amenities, and visitor services
- Strong computer skills including use of Microsoft Office with strong proficiency in Microsoft Word, Excel, & Outlook programs
- Effective written communication skills including ability to prepare reports using statistics, charts, & graphs in addition to written content
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## **EDUCATION & EXPERIENCE**

- Post-Secondary Education in communications, business administration and/or tourism management with at least 1 year experience working in a similar office administration role or equivalent combination of education and experience
- At least 2 years of special event management experience working in a similar role or
- equivalent combination of education and experience.

## **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 Tourism & Event Assistant may have to spend long hours sitting and using office equipment and computers, which can cause muscle strain. The Tourism & Event Assistant may also have to do some light lifting of supplies and materials from time to time.

## **Environmental Conditions**

(The nature of adverse environmental conditions affecting the incumbent)

The office may be a busy facility. The Tourism & Event Assistant may have to manage a number of projects at one time, and may be interrupted frequently to meet the needs and requests of members, residents, clients and contractors. The Tourism & Event Assistant 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 Tourism & Event Assistant may work in a number of facilities & outdoor locations.

## **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 Tourism & Event Assistant to concentrate.

## **Mental Demands**

(Conditions that may lead to mental or emotional fatigue)

The Tourism & Event Assistant will have to manage a number of requests and situations at one time. Stress may be caused by the need to complete tasks within tight deadlines.

**CERTIFICATION**

<hr/> Employee Signature	<hr/> Supervisor's Title
<hr/> Printed Name                      Date	<hr/> Supervisor's Signature              Date
I certify that I have read and understand the responsibilities assigned to this position.	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.