TOWN OF INUVIK
Northwest Territories

Job Description

Special Projects & Events Coordinator

IDENTIFICATION

Job Title: Special Projects & Events Coordinator

Reports to: Director of Economic Development & Tourism

Job Status: Full Time

OVERVIEW

The Special Projects & Events Coordinator supports the planning, coordination, and promotion of events and projects for the Department of Tourism & Economic Development. Reporting to the Director, the Coordinator works with local businesses, community groups, and the Marketing & Public Relations Coordinator to promote Inuvik and deliver successful events.

This role also manages daily operations, assists with tradeshows and conferences, and leads the production of the Annual Inuvik & Beaufort Delta Attractions Guide. Effective administration is essential to support positive visitor experiences and promote economic growth.

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 Culture Connections Workshops. Setting up events may include physically moving, carrying, and setting up tables and chairs, decorating the space, and preparing the venue for participants and guests.
- Manage financial transactions, including invoicing participants, vendors, speakers, and sponsors.
- Collaborate with the Marketing & Public Relations Coordinator to distribute information and materials to participants, including delegates, exhibitors, and volunteers. May use social media.

- 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
    - 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
    - Economic Development & Tourism Stakeholder Committee
    - ADE Steering Committee
    - Travel Trade & Media FAM Tours, Groups, & Packages
- Collaborate with the Marketing & Public Relations 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 tradeshows as needed.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of tourism operations, visitor services, and event coordination.
- Proficiency with Microsoft Office, Google Workspace, and other digital collaboration tools.
- Familiarity with marketing, social media, and promotional activities.
- Strong communication, customer service, and interpersonal skills.
- Excellent organizational and time-management abilities, with the capacity to manage multiple projects and deadlines.
- Experience with data entry, recordkeeping, and reporting.
- Ability to manage budgets, invoices, and basic financial tracking.
- Strong problem-solving skills and attention to detail.
- Ability to work collaboratively with businesses, community organizations, volunteers, and government partners.
- Flexible, adaptable, and able to work independently with minimal supervision.
- Knowledge of Town of Inuvik, the Beaufort Delta Region, and northern tourism opportunities is considered an asset.

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 up to 50 lbs. 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 for the position.