

Destination Development Coordinator

The City of Richmond is committed to be the most appealing, livable, well-managed community in Canada, a goal that is only made possible by developing our most valuable asset – *our people*. This is a great opportunity to join our team and shape our community. The City of Richmond offers competitive pay programs, comprehensive benefits and attractive incentives. If you are looking to make a difference, and to share our vision “to be the most appealing, livable, and well-managed community in Canada”, then please apply.

Overview

The City of Richmond owns and operates four heritage sites in the historic Steveston neighbourhood of Richmond- Britannia Shipyards National Historic Site, the London Heritage Farm, the Steveston Museum and the Steveston Tram. Together, they tell the fascinating history of Steveston through unique heritage programming and quality exhibits.

Team Richmond is looking for a tourism-marketing professional, who shares a love of BC's heritage and enjoys collaborating with like-minded cultural enthusiasts. The Destination Development Coordinator will be part of a team that includes City staff, non-profit societies and volunteers, who work to develop and share amazing heritage experiences with the public. This position plays a lead role within the heritage sites team and works on-the-ground to support the development and promotion of the Steveston's heritage sites as a must-see destination in the Lower Mainland.

Reporting to the Manager, Museum and Heritage Services, the Destination Development Coordinator is responsible for the development and implementation of tourism marketing initiatives, guiding the development of tourism-focused programming, and serving as liaison to tourism industry partners.

Examples of key responsibilities include, but are not limited to:

- Develops and implements the marketing plan and tourism initiatives that increase visitation and support the goals identified in the Steveston Heritage Sites Destination Development Plan.
- Oversees the promotion of heritage sites and heritage programming via traditional and digital media platforms.
- Coordinates cross-promotional initiatives with other tourism industry stakeholders and identifies and responds to new opportunities.
- Builds relationships with internal and external stakeholders, including society partners, community businesses and organizations, Tourism Richmond, travel trade audiences, and members of the public.
- Prepares communication and delivers presentations to stakeholders for heritage sites promotion.
- Manages the tourism program budget and ensures marketing activities are properly resourced.
- Oversees contracts related to promoting tourism initiatives and production of marketing materials.
- Works with the City team to play a leadership role in the delivery of major events at heritage sites.
- Supports fund development related to destination enhancement activities, including applying for grants and working with sponsors.
- Identifies opportunities for process improvement through analyzing metrics and feedback.
- Plays a leadership role in marketing for the heritage sites team by interpreting and communicating marketing and tourism information and ensuring heritage sites initiatives support market objectives.

Knowledge, Skills & Abilities:

- Strong understanding of cultural sector and travel trade industry in Western Canada.
- Knowledge of communication and marketing strategies, market research, and the principles, methods and techniques as they relate to the cultural and/or tourism sector.
- Strong knowledge of digital marketing, including social media platforms and basic understanding of website design.
- Excellent verbal communication skills with the ability to communicate effectively with stakeholders 1:1 and deliver presentations to groups.
- Exceptional written skills in English with a high attention to detail, and a proven ability to write, scope, and produce marketing collateral for a variety of communication channels.
- Ability to establish and maintain effective collaborative working relationships with internal and external stakeholders, consistent with the corporate customer service principles.
- Basic understanding of event production and cultural programming.

PEOPLE | EXCELLENCE | LEADERSHIP | TEAM | INNOVATION

The City of Richmond is an inclusive employer committed to employment equity objectives and invites applications from all qualified individuals. We thank all applicants in advance for their interest; however, only those under consideration will be contacted. Should you be contacted and require some form of accommodation during the recruitment process, please let us know and we will endeavour to meet your needs to the best of our ability. If you are unsuccessful, please accept our appreciation for your interest. No telephone inquiries, please.

This position is restricted to those legally entitled to work in Canada.

6724087

Join our Team.
Shape our
Community.

www.richmond.ca/employment

- Basic understanding of cultural resource management and passion for cultural heritage.
- Enjoys working collaboratively within a team setting.
- Ability to determine priorities, be self-directed and work with minimal supervision.
- Ability to obtain and interpret marketing data and information and prepare reports as needed.
- Advanced knowledge of computer applications and ability to utilize a variety of general and marketing specific applications. including Adobe Creative Suite, CMS systems such as WordPress.
- Ability to successfully pass a Police Information Check.

Qualifications and Experience:

- A Bachelor's Degree or an equivalent in Marketing, Communications, or Tourism.
- Minimum of 5 years' experience in marketing and promotion for a tourism attraction or cultural facility. An equivalent combination of education and experience may be considered.
- Experience writing reports and developing promotional materials, web content, and social media marketing.
- Experience supervising staff and/or contractors.
- Experience in customer service and/or working with stakeholders.
- Experience with project management and managing budgets.
- Valid Class 5 Driver's Licence for the Province of British Columbia.

Working Conditions:

Regular hours of work are 9am-5:30pm with evenings and weekends as required. The work is performed in an office environment, but may require standing for long periods. Attendance of meetings within the region and travel trade conferences within Western Canada may be required.

Additional Information:

Employee Group	CUPE 718
Position Status	Temporary Full Time (1 year)
Pay Band	15
Pay Range/Rate	\$41.27-\$48.79/hr
Openings	1
External Closing Date	September 12, 2021

To apply go to <https://www.richmond.ca/careers/ourcareers/city-opportunities/current.htm>

PEOPLE | EXCELLENCE | LEADERSHIP | TEAM | INNOVATION

*The City of Richmond is an inclusive employer committed to employment equity objectives and invites applications from all qualified individuals. We thank all applicants in advance for their interest; however, only those under consideration will be contacted. Should you be contacted and require some form of accommodation during the recruitment process, please let us know and we will endeavour to meet your needs to the best of our ability. If you are unsuccessful, please accept our appreciation for your interest. **No telephone inquiries, please.***

This position is restricted to those legally entitled to work in Canada.

6724087

Join our Team.
Shape our
Community.

www.richmond.ca/employment