



JOB DESCRIPTION: **TOURISM COORDINATOR**
Reports To: Executive Director
Type: Full Time, Contract, 35 hours per week
 August 1, 2024 – December 31, 2025
Salary: TBC

ORGANIZATION OVERVIEW:

Kitchener-Waterloo Oktoberfest (KWO) is a not-for-profit community organization that has preserved and celebrated Waterloo Region’s Bavarian heritage, culture and community spirit since 1969. Supported by over 350 passionate volunteers and dedicated staff, our events, programs and initiatives bring people together, attract tourists, improve the vibrancy of our community and make a lasting economic impact in Waterloo Region.

JOB DESCRIPTION:

Reporting to the Executive Director, the Tourism Coordinator oversees all tourism and hospitality programming, plans and strategies for KWO.

RESPONSIBILITIES:

- Create, implement and coordinate tourism/hospitality plans and strategies.
- Assess needs and opportunities for KWO’s tourism development.
- Evaluate, monitor and leverage existing Festival tourism assets.
- Research, explore and develop new Festival tourism products, attractions, markets and opportunities.
- Recommend, administer, monitor and coordinate tourism communications and budgets.
- Manage tourism grant programs.
- Cultivate productive working relationships with tourism partners.
- Work with partners to develop and market Festival packages.
- Engage Festival partners, businesses and communities to better leverage assets and increase return on investments, overnight stays and tourism activity within Waterloo Region.
- Ensure KWO remains viable and attractive to those offering tourism opportunities.
- Assist the Executive Director with preparation of annual budget, as needed.
- Represent KWO at community events.
- Assistance with event management, when required.

Strategic Initiatives

- Assist with funding/grant applications related to tourism and hospitality or other relatable areas, when required.

Additional duties and projects as assigned by the Executive Director

WORKING HOURS AND CONDITIONS:

Staff members are expected to work during the hours that the office is open – 9:00 am to 5:00 pm, Monday to Friday. Flexible work schedules and work-from-home arrangements may be coordinated with Executive Director approval.



Hours may be irregular at busy times such as the run-up to events and/or the Festival. Staff may also be asked to attend events, conferences and networking opportunities in the evenings or on the weekend. Lieu time may be accumulated for future use as approved by the Executive Director.

Education, Experience and Personal Characteristics

The Tourism Coordinator will be imaginative, detail-oriented and personable, as well as a passionate KWO champion with a clear understanding of the role that KWO and the Festival play in our community. Our ideal candidate will have qualities that help enhance the promotion of the KWO Festival experience and improve upon the credibility, trust and good relations that KWO has worked hard to develop and maintain since 1969.

QUALIFICATIONS

- Post secondary education in a field of study relevant to the position with a minimum of three years' experience with demonstrated effectiveness in managing tourism and/or hospitality projects preferably in the charitable or not-for-profit sector; equivalent combinations of education and experience may be considered.
- Ability to take personal initiative and work independently as a productive and supportive team member.
- Demonstrated interpersonal skills through communicating and working effectively on a small team as well as with a variety of different audiences.
- Strong organizational skills in planning and completing projects by agreed deadlines; high attention to detail and accuracy.
- Ability to multi-task in a fast-paced environment with proven ability to manage a broad workload.
- Proven marketing and communications expertise.
- Strong communication skills, both oral and written.
- Flexible approach to new tasks.
- Volunteer management skills are an asset.
- Demonstrated experience with online email marketing tools such as Mail Chimp, Survey Monkey etc.
- Demonstrated experience with website management, including Wordpress as well as customer relationship management systems.
- Excellent working knowledge of Microsoft Office suite (Word, EXCEL, PowerPoint etc.).

HOW TO APPLY:

K-W Oktoberfest is committed to an equity-driven, inclusive, accessible and barrier-free recruitment and selection process and to ensuring our workforce reflects the full diversity of the community we serve. We welcome applications from Indigenous, Black, racialized and 2SLGBTQ+ persons, as well as other equity deserving groups.

We appreciate the interest of all applicants. Only candidates whose skills, experience and qualifications meet the requirements of the position will be contacted.

Resumes will be accepted by email at tracy@oktoberfest.ca until 4:00 p.m. on July 5, 2024.