



The Corporation of the Town of Cobourg

MANAGER, MARKETING AND EVENTS PERMANENT FULL TIME

Basic Function:

Reporting to the **Director, Community Services** the Manager, Marketing and Events will be responsible for the management of all festivals, events and entertainment for the town of Cobourg. This position will also be responsible for the development, execution and management of the marketing plan for the Community Services Division.

Responsibilities:

General Management

- Prepare, submit and implement the Department's Operating Plan, Marketing Plan (Division-wide) and annual operating and capital budgets
- Performance manage the Department and staff against plan/budget, with corrective action as required
- Recruit, train/coach, schedule, monitor and recognize/discipline staff
- Respond to telephone, email, and walk-in inquiries from staff

Tourism

- Develop a detailed annual Tourism Marketing Plan based on industry trends, local visitation statistics, partner research and creative thinking to promote/increase Division activity
- Liaise with tourism stakeholders and coordinate promotional activities;
- Develop a Cobourg Tourism Working Group, comprised of members of the local/regional tourism community, including businesses
- Develop a 'Non-Paid' media plan, solicit travel/tourism/sports and media writers to the market, craft and conduct FAM tours for writers and partners as required
- Develop, produce and distribute the Experience Guide;
- Develop and implement visitor metrics strategies
- Prepare performance and financial reports for the Director
- Represent the Town on local and regional committees established for tourism collaboration, planning and marketing;
- Develop an innovative and saleable souvenir inventory, research product options with good margins, monitor sales/inventory, prepare profit/loss reports;
- Manage TODS signage program
- Other special projects as assigned by the Director.

Divisional Marketing

- Develop, produce and distribute a Leisure Guide (Play Book)
- Develop an advertising strategy for the Division, leveraging its assets and products
- Develop and maintain content for the internet sites and monitor and analyse web analytics
- Develop a website and social media strategy for the Division, including web analytics, working in tandem with the Town's Communications Manager to maximize social interactions and consumer traffic
- Participate in various tourism, festivals, events and recreation industry committees and attend industry trade shows (Tourism Summit, Festivals and Events Ontario, Sports Tourism Alliance,



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Games Ontario, etc.) as required

- Develop/maintain a Divisional database including active tourism partners, sport partners, business/commercial interests, industry/trade association representatives, provincial/federal officials, etc.
- Research and develop new revenue generating opportunities from events, products and services

Events

- Manage all festivals and events for the Town, including community, sport tourism and entertainment
- Develop multi-year plans to attract new festivals, events and sport competitions to Town
- Develop, manage and report on event budgets
- Lead promotional activities for all events
- Provide leadership, motivation, direction and support to event coordinators

Sponsorship

- Develop a Divisional annual Sponsorship Program for tourism, festivals, events, programs and services.
- Develop a sponsor inventory list and prospect list to offset operating costs and develop long-term partnerships within the community. Initiatives will include but not limited to event sponsorship, visitor and Leisure Guide advertising, promotional vehicles, etc.

Working Relationships

Internal: Exchange information and positive interactions with Mayor, Council and staff at all levels within the Corporation and be a team builder in your Division

External: Exchange information and positive interactions with Northumberland County Tourism, Downtown Business Improvement Area, RTO 13, Northumberland Central Chamber of Commerce, Economic Development, Event/Festival Committees, other tourism/community services-related groups and the public at large. Develop working relationships with industry organizations such as TIAO, OTMPC, Ontario Sport Hosting Program, Games Ontario, Festival and Events Ontario, Regional Tourism Organizations (RTOs), etc.

Working Conditions and Hours of Work:

Education/Experience/Skills, Training

1. Post-secondary degree/diploma in marketing management, event Management or related field as assessed by the Director
2. Experience in the tourism industry is an asset
3. Minimum of 3 years of management experience
4. Minimum 3 years of proven experience in marketing and advertising
5. Proven advanced customer service and communication skills

This position is a full time, 35 hours a week, position governed by the Town of Cobourg Non-Union Policies and Procedure.

The annual salary for this position is Grade 9 - \$73,439 – \$85,914 plus a competitive benefit package.



The Corporation of the Town of Cobourg

Interested applicants should forward their resume in confidence no later than 4:30pm on October 11, 2018 to the attention of:

Human Resources Department

Corporation of the Town of Cobourg
55 King Street West
Cobourg, ON K9A 2M2

Email: careers@cobourg.ca

We thank all applicants however only those selected for an interview will receive a response.

In accordance with the Municipal Freedom of Information and Protection Privacy Act, the information gathered is collected pursuant to the Municipal Act, 2001, as amended. The Town of Cobourg is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.