



# The Corporation of the Town of Cobourg

## Experience Ambassador – Research Assistant Summer Student

The Town of Cobourg is seeking motivated, outgoing individuals for our 2020 Experience Ambassador Program. Great emphasis is placed on professional customer service and superb communications abilities.

As Research Assistant the individual will lead the initiative of collecting surveys and information from tourists and local residents participating in Cobourg's many attractions and events. Data will be used to assess the success of Town of Cobourg Marketing initiatives as well as gain insight into the economic benefit of tourism and special events.

As part of the Experience Ambassador program, you are required to have a clear understanding of the experiences and services Cobourg offers (e.g attractions, community events, restaurants, hotels, shops, parking etc.).

### Responsibilities:

- Have a clear understanding of the experiences and services Cobourg offers
- Provide correct information to customers (residents and visitors)
- Assess Town of Cobourg survey questions for the Cobourg Marina, Victoria Park Campground and Experience Cobourg (Tourism) and make recommendations and or improvements to best achieve our goals
- Assist and/or lead recruitment of participants in tourism data collection and ensure high levels of research data quantity and quality
- Working with the Manager of Marketing and events and Experience Ambassador colleagues, suggest incentives that could be promoted on social media channels
- Work with the DBIA and downtown merchants to collect data and information on impact of tourism, special events and filming
- Working with the Manager of Marketing and Events, conduct quarterly assessments of data. Make updates to surveys and or strategies as required
- Provide weekly updates on the number of visitors and frequently asked questions by guests
- Assist in developing an end of season report on the economic benefit of the 2020 tourism season
- Support the Experience Ambassadors in all duties as needed

### Required Skills and Qualifications:

- Enrolled in a Post-Secondary program with a focus on Economics, Statistics, Marketing, Business or Tourism/Hospitality
- Must be returning to full time studies in fall of 2020
- Must have or be willing to obtain prior to hire First Aid/CPR Certification
- Must obtain a Satisfactory Police Record Check upon employment
- Must possess general knowledge of the community
- Must have the ability to work independently
- Must possess strong research, analytical and writing skills
- Must be enthusiastic, outgoing and motivated and have some experience leading/facilitating group or committee work



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### **HOURS OF WORK:**

35hrs/wk. Shifts vary Monday through Sunday, days/afternoons

**WAGE:** The hourly wage is \$14/hr

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Interested applicants should forward their resume in confidence no later than [January 31, 2020 at 12 noon](#) to the attention of:

### **Human Resources Department**

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

Fax: (905) 372-8819

Email: [careers@cobourg.ca](mailto:careers@cobourg.ca)

**\*\*Note all summer student positions are subject to budget approval and will only be hired if approved in the 2020 budget\*\***

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.