



Township of Huron Kinloss	Position: Tourism Ambassador
Hours 30 hours per week	Open Availability – Evenings & Weekends
Reports to Economic Development Officer	Hours TBD
This position will be responsible for the operation of the Lucknow Tourism Office, promoting Huron-Kinloss at events and online marketing.	

Responsibility	Tasks
Delivery of Service	Open and close the office as required.
	Update information on outdoor signage and responsible for placing sign outdoors when office is open and bringing inside when closed.
	Set-up and maintain displays and brochure racks in an organized, neat, and accessible manner.
	Compile information packages as requested for visitors and community groups.
	Keep an accurate record of visitor traffic and visitor information/brochures distributed (ie. Information requested the most)
	Responsible for all telephone, email and mail correspondence.

	<p>Maintain inventory of all stock, reordering of stock, restocking, and replenishing stock.</p>
	<p>Maintain and keep all office directories, publications, and listings current.</p>
	<p>Acquisition of photos/videos of community events and attractions.</p>
	<p>Positively represent and promote Huron-Kinloss at events.</p>
	<p>Develop content and assist with the administration of the Huron-Kinloss Tourism social media accounts.</p>
	<p>Produce monthly and season end report.</p>
<p>Marketing</p>	<p>Organize and execute special events and projects and provide on-site support as needed.</p>
	<p>Provide programming support to local community groups.</p>
	<p>Establish and maintain relationships with local business owners and community stakeholders.</p>
	<p>Development and tracking of key planning documents including but not limited to – timelines, budgets, plans, evaluations, key performance indicators etc.</p>
	<p>Investigate website creation and new social media channels.</p>
	<p>Actively engage the existing audience/market social media channels of the department and track relevant analytics.</p>

Team Work	Assist the Lucknow & District Chamber of Commerce as directed.
	Assist with Lucknow Sports Complex Facility Manager and Recreation Coordinator as required.
	Liaise with area tourism operators, businesses, and attractions to ensure they are informed of all local happenings.
Public Relations/Customer Service	Trained to provide knowledge of the amenities, activities, attractions, events in the surrounding area to help promote the Township and to help inform visitors.
	Assist all visitors and residents with travel and tourism inquiries and all other related needs.
	Attend community events as deemed appropriate by supervisor to further promote the Municipality. (ie. Information kiosks at events, handing out brochures, taking photos.)
	Maintain and update social media websites as requested.
	Update tourism partner websites with Huron-Kinloss business and community event information.
	Perform other duties as required.
	Qualifications

- |  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>• Flexible and self motivated.</li><li>• Previous coordination, planning and execution experience.</li><li>• Post-Secondary education in Communications, Marketing, Business Administration, Event Planning, Project Management, Tourism, Public Relations or a related program is preferred.</li></ul> |
|--|---|

The Township of Huron-Kinloss is committed to providing information in the format that meets your needs. We have made every attempt to make documents accessible but there may still be difficulty in recognizing all of the information. Please contact us if you require assistance and we will make every attempt to provide this information in an alternative format.