



REGIONAL TOURISM DEVELOPMENT OFFICER (Bilingual position)

Under the authority of the Executive Director of the PRCDC, the Regional Tourism Development Officer plans, organizes, directs and controls all activities of the tourism department of the PRCDC with a view to offering quality services to customers, and ensure its effectiveness and profitability. The main tasks of the Regional Tourism Development Officer would be to:

MAIN TASKS

- Evaluate the development and marketing possibilities of tourism products and services for Prescott and Russell;
- Work in conjunction with the Chambers of Commerce of the Prescott and Russell region to define and create a regional brand image for both tourism products and services;
- Consult or have studies carried out to analyze market trends regarding projects considered in Prescott and Russell;
- Establish development, marketing and commercialization strategies for specific projects in the region;
- Participate in the establishment and implementation of tourism development projects in conjunction with representatives of private and public associations and organizations (municipalities and others);
- Create innovative tourism offers focused on agro-tourism, cultural tourism, ecotourism, cycle tourism, routes tourism, indigenous tourism, gastronomic tourism and more;
- Develop or update the list of tourism-related elements of Prescott and Russell (infrastructure, businesses, services, events, attractions, etc.);
- Implement key tourism actions as defined in the Prescott and Russell 2024-2029 Regional Economic Development Strategy;
- Monitor projects in progress and evaluate the results;
- Respond to inquiries from various stakeholders regarding opportunities and trends in the field of tourism development;
- Participate in the management of the financial resources allocated to its service, if applicable;
- Participate in regional, provincial, national and international tourism development conferences or fairs in order to attract new tourists to the region;
- Prepare long-term funding requests to ensure a continued active offer of tourism.

SKILLS AND QUALIFICATIONS:

- Hold a university or post-secondary degree in business administration or in tourism;
- All professional experience in project management will be considered;
- Have between three (3) to five (5) years of relevant experience in the tourism field;
- Possess a valid driver's license and insurance for a passenger vehicle (G class);
- Have an excellent knowledge of French and English, both oral and written;
- Knowledge of management principles and relevant IT systems (MS Office Suite, Google etc...);
- In-depth knowledge of social media (Facebook, Twitter, Instagram and LinkedIn);
- In-depth knowledge of provincial and federal government contribution programs;
- Knowledge related to market research and feasibility studies;
- Excellent analytical skills and organizational skills;
- Ability to work as a team;
- Knowledge of the tourism sector and the needs of the Prescott and Russell region;
- Demonstrate leadership by demonstrating control in all situations;
- Ability to manage difficult situations well;
- Demonstrate great ease in working with the public and managing work teams.

DESIRED QUALITIES

- Autonomy; Sense of initiative; Versatility; Stress tolerance, Dynamism

JOB REQUIREMENTS:

- Availability outside normal working hours;
- Be at work according to the schedule established by the PRCDC.

WORKING CONDITIONS:

- Contract position with possibility of extension;
- Variable schedule of 35 hours per week.

Interested applicants must make their intention known in writing by sending their **curriculum vitae as well as a cover letter** to

Mr. John Candie, Executive Director, before **August 30, 2024 at 4 p.m.**

by mentioning the position title to the following contact details:

Prescott-Russell Community Development Corporation

Position: Regional Tourism Development Officer

Att.: John Candie, Executive Director

519 Main Street, Hawkesbury, Ontario, K6A 1B3

jcandie@sdcp-prcdc.ca

We thank everyone who applies, however only those selected for interviews will be contacted.