



2022 STUDENT VACANCY POSTING

	EMPLOYEE GROUP: CUPE Hours worked per week: up to 35
Position: Student Assistant – Tourism Development Grade: Student 2 Wage Rate: \$15.785 / hour (October 2021)	Department / Division: Community & Development Services / Economic Development & Tourism

DIVISION OVERVIEW:

This Division's role is to enhance the economic well-being of the County through programs that help retain and expand the existing economic base as well as attract new business. The Division's three focus areas are economic development, rural development and tourism development.

EDUCATION & EXPERIENCE:

- Must be enrolled in post secondary education and returning to school on a full-time basis September.
- Excellent verbal and written English communication skills combined with a genuine desire to assist visitors.
- General knowledge of computer programs.
- Familiarity with marketing, websites, video editing and social media.
- Course of study in hospitality, tourism, economic development, business, event management, customer service sector or related field.

Accountabilities / Tasks

Include, but are not limited to, the following:

- Offer friendly and courteous front-line service by providing accurate and relevant information to visitors and residents making inquiries.
- Ensure a complete understanding and knowledge of tourism offerings across Haldimand County.
- Ability to engage visitors to solicit, obtain and log valuable visitation data for statistical purposes and marketing development.
- Attend significant events to promote Haldimand County's tourism assets.
- Interact with the public daily regarding tourism related questions and inquiries.
- Assist with the development of tourism programs and events.
- Oversee the annual promotion of the tourism and agricultural signage program to local businesses.
- Annual distribution of tourism maps and promotional material.
- Assist in the development of tourism marketing initiatives and key tourism experiences.
- Outreach to local businesses to promote tourism opportunities.
- Development of social media content and video.
- Various research and data collection for key projects within the Economic Development and Tourism division.
- Assist businesses with ongoing improvements to their digital presence.
- Creation and promotion of itineraries, blogs and web content to promote Haldimand County as a tourism destination.
- Supporting divisional staff in economic and tourism development.

- Updating and adding records to the divisional customer relationship management software program.
- Will be required to work some evenings and weekends.

All Haldimand County employees are expected to:

- Work safely and respect others in the work place.
- Maintain confidentiality.
- Work within policies and procedures determined by Haldimand County and / or legislation relative to the function.

This position requires:

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| - a current (within the past 6 months) Police Check | NO |
| - Valid Class G or G2 driver’s licence | YES |
| - COVID-19 vaccine (must be fully vaccinated) | YES |

AN EQUAL OPPORTUNITY EMPLOYER

Accommodation is available for any applicant with a disability, as it relates to the recruitment process of this position. Upon request, Haldimand County will consult with the applicant and provide, or arrange for the provision of a suitable accommodation in a manner that takes into account the applicant’s accessibility needs due to disability.