

# JOIN OUR TEAM!



## THE ROLE

### Student Assistant, Tourism Development

This is a **temporary full-time** role at the County. The hourly compensation for this role is **\$18.205**.

## THE OPPORTUNITY

Join our dynamic team, as the Student Assistant you will be a friendly face to our community, by providing excellent front-line service offering accurate information to visitors and residents.

This position helps promote the County's tourism programs and events, by helping local businesses engage with the community. You will create digital outreach through blogs, social media content, videos that capture the tourism attractions throughout the County.

If you want to learn more and gain hands on tourism experience, please apply today to become a valuable part of the Haldimand County Team!

## THE PERKS

- Lieu of Vacation
- Defined Benefit Pension
- Free Parking
- Wellness Programs
- Safe & Friendly Work Culture
- EFAP Program
- Career Growth
- Networking Opportunities



- Enrolled in post-secondary education
- Returning in September full-time



- Some experience in customer service and marketing an asset.



- Initiative
- Interpersonal Communication
- Technology Use

## THE COUNTY

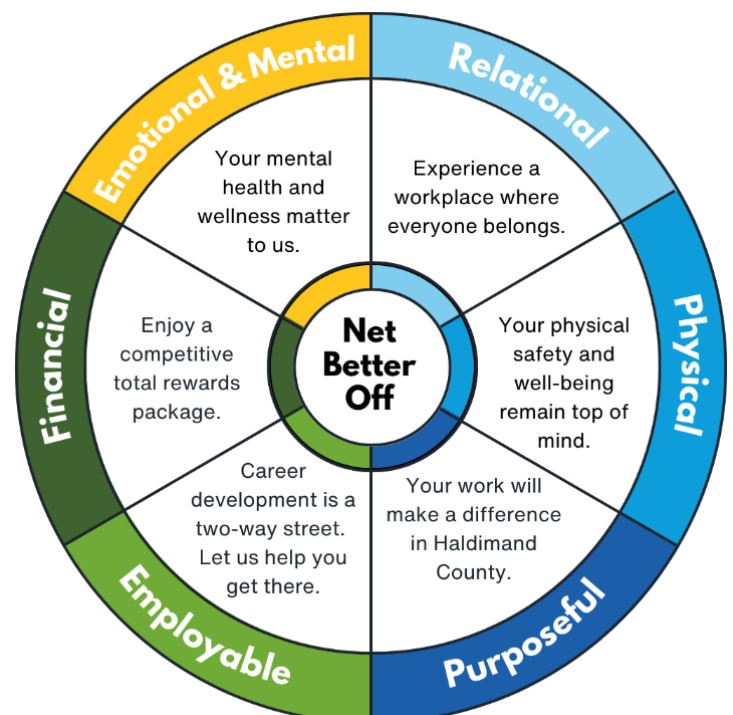
Haldimand County is committed to providing valuable work experience for students - without having to leave your community. Student positions are designed to provide leadership opportunities with future room for growth. With a focus on excellence, our county stands out as an outstanding place to work and live. By joining our dynamic team, you open the door to a rewarding career where we prioritize the skills to help you grow.

At Haldimand County, we believe in the Net Better Off philosophy. This means we're passionate about helping our staff thrive and advance in an inclusive workplace.

## THE NEXT STEPS

If this sounds like you, please submit your application online at [www.haldimandcounty.ca/careers](http://www.haldimandcounty.ca/careers).

This posting closes on **January 31, 2024 at 4:30 p.m.** Visit our careers page for more opportunities.



# JOB DESCRIPTION



## Student Assistant, Tourism Development

<b>POSTING PERIOD:</b> December 15, 2023 – January 31, 2024	<b>Employer Group:</b> CUPE Local 4700 (Haldimand) <b>Reporting To:</b> Manager, Economic Development and Tourism Division
<b>Grade:</b> Student 2 <b>Wage Per Hour:</b> \$18.205/ per hour (October 2023)	<b>Position Status:</b> Temporary Full-Time <b>Hours Worked Per Week:</b> Up to 35 <b>Location:</b> Haldimand County Administration Building

### CORE COMPETENCIES:

Initiative | Interpersonal Communication | Technology Use

### POSITION & DIVISION SUMMARY:

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 core strategic areas encompass economic development, tourism development and marketing the County as a place to visit and do business.

### QUALIFICATIONS, KNOWLEDGE & SKILLS

#### Education

- Must be enrolled in post-secondary education and returning to school on a full-time basis in September.
- Special consideration will be given to applicants with:
  - Course of study preferably focused on hospitality, tourism, economic development, business, event management, customer service sector or related field..

#### Experience

- Familiarity with marketing, websites, video editing, and social media.

#### Knowledge/Skills

- Excellent verbal and written English communication skills combined with a genuine desire to assist visitors.

### RESPONSIBILITIES

The incumbent is expected to but not limited to:

#### People

- Offer friendly and courteous front-line service by providing accurate and relevant information to visitors and residents making inquiries.
- Interact with the public daily regarding tourism related questions and inquiries.

#### Functional

- Technological Assistance
  - Creation and promotion of web, social media and video content promoting local businesses.
  - Updating and adding records to the divisional customer relationship management

- software program.
  - Assist businesses with ongoing improvements to their digital presence.
- Tourism Responsibilities
  - Ensure complete understanding and knowledge of tourism offerings across Haldimand County.
  - Attend significant events to promote Haldimand County's tourism assets.
  - Assist with the development of tourism programs and events.
  - Supporting divisional staff in economic and tourism development.
- Administrative Work
  - Various research and data collection of key projects within the Economic Development and Tourism division.
  - Ability to engage visitors to solicit, obtain and log valuable visitation data for statistical purposes and marketing development.
- Promotional & Digital Initiatives
  - Oversee the annual promotion of the tourism and agricultural signage program to local businesses. Outreach to local businesses to promote tourism opportunities.
  - Annual distribution of tourism maps and promotional material.
  - Assist in the development of tourism marketing initiatives and key tourism experiences.
  - Development of social media content and video
  - Creation and promotion of itineraries, blogs and web content to promote Haldimand County as a tourism destination.

Demonstrate commitment to the Haldimand County code of conduct

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the job.

#### **POSITION REQUIREMENT(S):**

Valid Ontario Driver's License	Class G or G2 License
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#### **WORKING CONDITION(S):**

- May be required to work some evenings and weekends.

Haldimand County envisions all County staff to possess a high degree of Ethical Behaviour & Professionalism, Political Acumen, Relationship Management, Credibility, Flexibility & Adaptability, Empathy & Compassion, Entrepreneurship, and Customer Service.

Haldimand County is an equal-opportunity employer who strives for inclusivity and belonging for all. Accommodation is available at any stage of the hiring process to applicants with differing abilities. If you require accommodation at any stage of the hiring process, please contact us at [hrhelpdesk@HaldimandCounty.on.ca](mailto:hrhelpdesk@HaldimandCounty.on.ca).

We thank you for your interest in working for Haldimand County. Only candidates selected for an interview will be contacted.