

Position Title: Director of Visitor Engagement

Reportability: Chief Executive Officer

Location: On-site

Posting #: 2024-05

Position Summary

Reporting to the Chief Executive Officer, this director position is part of the Organization's Leadership Team and is responsible for (1) amplifying our tourism and quality of life assets through developing a strategic visitor/industry engagement plan (2) identifying and developing new and already existing Product/Program Offerings (3) partnership engagement with industry-related stakeholders on various tourism programs, conferences, sport, events and initiatives (4) develop the visitor service delivery model for the region. This position will be responsible for advocating TWEPI's mission by seeking partnership investment through the engagement of our stakeholders.

Principle Responsibilities

Visitor Engagement

- Work collaboratively with industry operators, broader tourism organizations and others to assess product and service potentials and to formulate ideas and strategies.
- Develop our annual visitor/industry engagement plan based on the ongoing research and consultation that identifies the priorities for the succeeding year, supports the organization's budget development and is integrated in the annual plan of TWEPI.
- Work with your team in undertaking the annual evaluation of the products and services offered in each of the product market segments. Formulate recommendations based on sound research and analysis on new strategies, approaches and potentially emerging market segment opportunities beyond the approved mix. Evaluate consumer profiles and industry trends along with current product positioning to provide to the Leadership Team, recommendations on new strategies.
- Work collaboratively with the Vice President of Marketing & Communications to help identify and implement the marketing, promotion and communication requirements in support of individual product and visitor service initiatives.
- Work collaboratively with all staff within a team environment to achieve the goals and outcomes of TWEPI.
- Oversee the development of both short and long-term visitor services strategy.

Partnership Engagement

- Staff lead on all trade and consumer shows. This includes the procurement of booth space, contract with the show and all administrative duties regarding the trade or consumer show.
- Uniquely positioned to help attract and service major events, meetings, conventions and sport events to our City and region.
- Maintain the inventory of trade and consumer show display materials and hardware. Ensure that they are properly stored and in good working order.

- Help tell Windsor Essex Pelee Island story, elevate Windsor Essex experience, drive inbound visitation and economic impact to our visitor economy.
- Negotiate, maintain and track all stakeholder contracts and/or Memorandums of Understanding with industry partners on behalf of the organization.
- Maintain relationships with partners participating in current programs such as Barrels Bottles & Brews Trail, WE Heart Local, W.E. Made It and EPIC Wineries.
- Lead staff contact regarding the organizations CRM Software platform (Tempest/IDSS).
- Engaging industry-related stakeholders in working with TWEPI through various tourism-related initiatives: (pay-to-play opportunities, distribution of marketing materials throughout the region, facilitating meetings, other forms of revenue generation, evaluating the current partnership model and recommending new ways for the model to evolve).
- Attend and work trade and consumer shows.

Management Role

- Acting on behalf of the Chief Executive Officer as assigned.
- Undertaking other tasks as assigned by the Chief Executive Officer or his/her designate.

Position Qualifications

- A minimum of five (5) years of operational experience within a relevant marketing and communications environment, tourism organization or related sector.
- A university or college diploma in tourism, communications, marketing, business or related discipline.
- Strong communication skills in digital, verbal, written and presentation formats.
- Excellent team-oriented skills and capacities.
- An understanding of research and evaluation techniques and their applications.
- Ability to work with people in multiple and varied forms, involving senior, intermediate and junior staff levels, as well as the public, community leaders and others.
- Excellent ability to coordinate complex projects and activities.
- Ability to work evenings and weekends on a periodic basis including outbound travel.
- Ability to deal with confidential information.
- A positive attitude, lots of energy, confidence; open mind, and high personal standards of integrity and professionalism.
- Ability to work independently and manage many details and projects simultaneously.
- Computer skills, including Microsoft 365, are essential.
- Valid G license with reliable vehicle
- Must provide a Level 1: Criminal Record Check (CRC)

Interested applications should submit their resume and cover letter referencing: **Posting #2024-05 Director of Visitor Engagement** to hr@tourismwindsorsex.com no later than 4pm on Tuesday December 17th, 2024.

Posting date: Thursday November 7th, 2024