



## **SPECIALIST, COMMUNICATIONS & STAKEHOLDER RELATIONS FULLTIME PERMANENT**

### **About Tourism Prince George**

Located on the traditional territory of Lheidli T'enneh First Nation, Tourism Prince George Society operates as the destination marketing organization within the city of Prince George. Our team works closely with our local tourism partners to develop innovative campaigns that will drive visitation to Prince George. Tourism Prince George is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds. Tourism Prince George is an equal opportunity employer that is committed to an inclusive and barrier-free workplace.

### **Job Description:**

Reporting to the Manager, Administration, the Specialist, Communications & Stakeholder Relations is responsible for developing, leading and executing strategy related to building strong and meaningful relationships with all tourism stakeholders; supporting business development, and providing insights and resources to facilitate destination growth and success. This position provides proactive and strategic direction in the development and management of the Communications Plan and Industry Relations Plan designed to assist Tourism Prince George in reaching its strategic objectives and to fulfill its vision and mandate as the DMO for Prince George. This position is also responsible for external communications, development and execution of the destination's crisis communication plan, developing and communicating key messages and securing positive media coverage of the organization.

### **Duties and Responsibilities:**

#### Stakeholder Relations

- Provides strategic direction and day-to-day management of CRM platform
- Develops and implements TPG's industry engagement strategy inclusive of stakeholder visits, delivering industry presentations and providing business development support as needed
- Shares relevant industry news, opportunities, insights and research conducive to building stronger tourism businesses and a stronger tourism destination
- Supports stakeholder engagement with TPG's corporate strategic planning process

#### Corporate Communications

- Works with Leadership Team to oversee the development and delivery of various reports, presentations and publications including the Strategic Plan, Annual Business Plan, Annual Marketing Plan, Annual Reports, Research Insights, Newsletters and others as required
- Develops, maintains and executes TPG's crisis communications plan

TOURISMPG.COM



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# PRINCE<sup>BC</sup> GEORGE

## TOURISM

- Works with the Leadership Team to develop and implement corporate communications plan including strategic development of outreach in alignment with the corporate strategy and annual visitor services, sales and marketing plans:
  - Corporate Newsletter
  - Corporate Webpage Content
  - B2B Social Media Content
  - Press release development and circulation
  - Media announcements and interviews

### Other

- Assists in developing reports and accessing data for other purposes
- Works with staff on local, provincial and national issues that impact the tourism industry
- Fosters a highly collaborative working culture for TPG both internally and externally
- Identifies opportunities to enhance public awareness of the value that TPG brings to the community (stakeholders and residents), showcasing the organization's programs and partnerships
- Maintains a consistent positive stance on the TPG brand execution through relationships with stakeholders

### Preferred Qualifications:

- Degree in Communications, Business Administration or related field
- Minimum of 2 years of experience in stakeholder relations and communications
- Excellent interpersonal and communication skills with various audiences (including writing, verbal, presentation and listening skills)
- Graphic Design experience is an asset
- Proven ability to work with elected officials, governments, councils, agencies and other tourism industry stakeholders
- Exceptional organizational, project management and time management capabilities with a strong attention to detail
- Strategic and analytical thinker and ability to improvise and problem solve
- Experience working with CRM software
- Experience developing and posting social media and digital/web content
- Advanced user of Windows and Microsoft products
- Prior experience in destination marketing organization is an asset

### Cultural Fit:

- Enjoys working in a team environment
- Ability to manage multiple projects and areas of responsibility
- Professionalism in all aspects of performance and presentation
- Commitment to quality and accuracy of work
- Ability to make strategic decisions that move the organization forward; effective goal-setting, action plans and evaluation of successes and failures

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**Application Process:**

Please submit your resume and cover letter with salary expectations to Tourism Prince George at [kirk@tourismpg.com](mailto:kirk@tourismpg.com) by **Friday, July 23<sup>rd</sup>, 2021 at 4:30 pm**. We thank all candidates in advance for their interest; however only those short-listed will be contacted for an interview. No phone calls please.

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