



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 building strong and meaningful relationships with all tourism stakeholders and providing insights and resources to facilitate destination growth and success. This position provides direction in the development and management of the Communications Plan designed to assist Tourism Prince George in reaching its strategic objectives and to fulfill its vision and mandate. This position is also responsible for communications, developing and communicating key messages and securing positive media coverage of the organization.

Duties and Responsibilities:

Stakeholder Relations

- Provides 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 communications plan
- Works with the Leadership Team to develop and implement corporate communications plan including:
 - Corporate Newsletter
 - Corporate Webpage Content

TOURISMPG.COM



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PRINCE^B GEORGE

TOURISM

- B2B Social Media Content
- Press release development and circulation
- Media announcements and interviews

Other

- Assists in developing reports and accessing data for other purposes
- 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, Diploma or relevant experience in Communications, Business Administration or related field
- Excellent interpersonal and communication skills with various audiences (including writing, verbal, presentation and listening skills)
- Exceptional organizational 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 is an asset
- Experience developing and posting social media and digital/web content is an asset
- 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

Salary Range:

- \$42,000 - \$47,000 per annum

Application Process:

Please submit your resume and cover letter to Tourism Prince George at kirk@tourismpg.com. The posting will remain open until filled. 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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