



Position Title: **Industry & Community Relations Specialist**

Job Type: Full-time

Job Duration: One year contract

Hours: 35 hours per week

Location: Oakville/hybrid/flexible

Position Summary:

Reporting to the Executive Director, the Industry & Community Relations Specialist will play a key role in building awareness and relationships with industry partners and the Oakville community. The Specialist will work closely with the Visit Oakville team to deliver its mission “to encourage increased value from (and for) the Oakville tourism industry” and establish Visit Oakville as the hub of tourism locally.

Industry Relations

- Develop and implement an industry relations strategy that engages and delivers value to industry partners
- Measure and report on the effectiveness of the industry relations strategy
- Work with industry partners to identify, develop and maximize tourism offerings
- Support partners’ capacity to meet the needs of its visitors, with an emphasis on accessibility and inclusivity
- Develop resources (training, toolkits) to support industry partners
- Manage industry communications including e-news, website content, meetings, LinkedIn
- Coordinate industry membership of Visit Oakville, monitoring registration, and ensuring member benefits are received
- Manage industry memberships with TIAO, TIAC, CSTA, to ensure benefits are being maximized
- Stay abreast of industry news, trends, and research

Community Relations

- Develop and implement a community awareness plan that highlights Oakville’s tourism assets and the importance of the local industry
- Build positive relationships with community organizations, seeking opportunities to provide support through funding, sponsorships, grant support, etc.
- Manage community events, sponsorships, and donations
- Oversee an annual resident survey to gauge awareness and engagement
- Work with the ED to develop and deliver a community advocacy program

Skills & Experiences

- 3+ years experience in the tourism industry demonstrating ability to build partnerships, develop product, build capacity, and/or work closely with the community.
- A bachelor's degree, or equivalent combination of education and experience in public relations, communications, marketing, or related field
- Excellent verbal and written communication skills with an ability to adopt appropriate delivery styles to meet different audience needs
- Experience in project, event and/or sponsorship management an asset
- Knowledge of grant writing and reporting
- Highly organized, with attention to detail
- Ability to resolve issues with tact and diplomacy

Other things we offer:

- Flexible hours
- Remote work opportunities
- Health and dental coverage
- Office location on beautiful Bronte Harbour
- Bonus days off in December

Visit Oakville is committed to creating a respectful and inclusive workplace. We welcome and encourage applications from diverse perspectives, experiences and abilities.

Please apply by Monday, January 23rd by 11:00 pm EST.