

Position Description

Job Title:	Manager of Saint-Pierre et Miquelon Tourism Partnership
Reporting to:	Executive Director
Classification:	Full time, 1 year Contract
Work Location:	On-site / Remote
Compensation:	\$55,000 - \$65,000 annually

Job Overview:

Legendary Coasts of Eastern Newfoundland (LCEN) is part of a network of five (5) provincial destination management organizations (DMOs). Our region covers the rural areas of the Bonavista, Burin and Northern and Southern Avalon Peninsulas. Our core mandate is to work in partnership with Newfoundland and Labrador's Department of Tourism, Culture, Arts and Recreation (TCAR), Department of Industry, Energy and Technology (IET), Hospitality Newfoundland and Labrador (HNL), the Atlantic Canada Opportunities Agency (ACOA) and other industry stakeholders to support tourism growth through marketing, market readiness, destination development, and industry engagement initiatives.

The Manager of Saint-Pierre et Miquelon Tourism Partnership is primarily responsible for working with NL tourism to encourage tourism opportunities between Newfoundland and Labrador and Saint Pierre et Miquelon (SPM).

Duties and Responsibilities:

- Familiarization with tourism products and services in NL and SPM through regular visits throughout the Eastern NL region and to SPM
- Constant communication with NL and SPM tourism operators to enhance knowledge of the destination across NL - share information, organize webinars, host familiarization trips for NL and SPM tourism operators
- Work with NL Tourism to improve and increase visibility of SPM across all NL marketing platforms, including website, travel guide, and social media channels
- Identify new opportunities for SPM related content across all NL marketing platforms
- Work to align SPM marketing with that of NL Tourism and capitalize on provincial marketing efforts

Travel media, consumer travel show, and travel trade programs

- Attend travel media marketplaces and conferences, including Go Media

- Liaise with travel media to provide information and coordinate/host familiarization visits
- Work in tandem with LCEN and NL Tourism to capitalize on all media opportunities
- Coordinate and attend seven - eight consumer travel shows per year to market direct to consumers
- Attend travel trade marketplaces and conferences, including Rendez-vous Canada
- Identify opportunities for expansion/improvement of travel trade industry with regards to SPM
- Liaise with travel trade professionals to provide information, assist with marketing, and find solutions to obstacles
- Facilitate product development opportunities to improve travel trade offerings/relations in SPM
- Organize/host familiarization visits for travel trade partners

Provincial and local visitor information services

- Liaise with provincial visitor information services team to provide SPM information and train staff about SPM as a destination
- Act as main point of contact for all things SPM for provincial visitor information team
- Distribute SPM travel guides/brochures across the province
- Oversee the seasonal operations of the SPM visitor information centre in Fortune, NL
- Hire and train visitor information services staff and oversee operations
- Coordinate with visitor information teams in NL and SPM to align efforts

Collaborate with operators and regional partners

- Work with regional tourism partners/associations (e.g., Destination St. John's, Heritage Run Tourism Association) to strengthen relationships and identify opportunities for collaboration
- Organize and implement actions which strengthen ties between SPM and regional organizations
- Encourage and assist operators in attending training that aligns with NL Tourism
- Coordinate training sessions in SPM around topics which serve to align the tourism industry in NL and SPM
- Assist operators with the development of new products and experiences in collaboration with NL tourism operators
- Coordinate sessions which bring together SPM and NL operators and encourage regional product development

Facilitate and encourage government relations, networking, and collaboration

- Support SPM government in relations with NL and Canadian government
- Facilitate and assist with communications between NL and SPM government
- Liaise with government representatives in SPM and NL
- Handle media/interview requests and coordinate with government representatives for messaging and action items
- Assist with translation/interpretation in intergovernmental communications/meetings

- Organize events and familiarization tours which bring together tourism operators from NL and SPM
- Include SPM in NL Tourism events and sessions and provide opportunities for networking
- Act as representative and ambassador for SPM in all NL and Canadian tourism industry events, sessions, meetings, etc. on a regional, provincial, and national level

Communications, web, and social media

- Provide SPM content to NL Tourism and LCEN for use on their social media and marketing channels
- Develop and implement paid social media campaigns for SPM which align with NL Tourism campaigns
- Provide/update/review written copy and imagery for NL Tourism and LCEN web pages
- Communicate all relevant partnership information via newsletters and social media
- Assist with development and translation of SPM communications tools: website, travel guide, brochures, etc.

Qualifications:

- A post-secondary education in Marketing, Communications, Tourism, or a related field
- 2-3 years of relevant experience
- Fluent in English/French with exemplary writing skills in both languages
- Exceptional communication and interpersonal skills
- Experience using social media
- Valid passport and the ability to travel internationally
- Possess a valid driver's license and own a reliable vehicle

Work Environment:

- This job operates in a professional office environment but often includes remote work and routine travel. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

Physical, Auditory & Visual Demands:

- Work requires limited visual or auditory concentration. There may be light physical exertion, manual dexterity and/or strain

Environment & Hazardous Conditions:

- This position has limited adverse environmental conditions.

Legendary Coasts of Eastern Newfoundland strives to create a safe and diverse work environment for people of all walks of life. We recognize the barriers faced by marginalized and minority groups and strongly encourage all interested and qualified individuals to apply.

To apply for this opportunity please email resume and cover letter to careers@legendarycoasts.com. Although we appreciate the interest of all applicants, only those selected for an interview will be contacted.