



**Town of Hartland
31 Orser Street, Unit 1
Hartland, NB – E7P 1R4
(506) 375-4357**

Job Description and Employment Conditions for the Role of:

Manager of Tourism & Business Development

General Description:

To provide positive leadership and initiation in Tourism and Business Development for the Town of Hartland. To collaborate with multiple stakeholders, business partners, the Hartland business community, local vendors and artisans, the provincial government and local partnership groups and regional committees to build strong relationships and offer multiple programs and deliver quality initiatives for the purposes of improving, expanding, and exercising excellence for Tourism in Hartland, New Brunswick. The successful candidate will also work hard to research and establish marketing strategies, design initiatives, and project development strategies, including any and all applicable funding sources. At all times this role is to expand and improve the public image and offered services of the Town of Hartland. A priority in the first years will be working closely with the Chief Administrative Officer and other Town Staff to continue the *Waterfront Development Project* – a multi-phase project including grants, funding, and partnership interests that the Manager of Tourism would be instrumental in the successful implementation and completion of the project – from design to functional completion.

If you are someone who gets excited about marketing, opportunity, creative community, event coordination, project development and overall improvement of Town image – **we want to hear from you!** The Town of Hartland is building a positive work environment of professionals seeking to continue the growth and development of the Town. We look forward to adding a positive person with strong work ethic and vibrant ideas to our team as the new Manager of Tourism & Business Development.

Duties & Responsibilities:

- **Manage All Tourism Operations, Strategies, Planning and Development**
 - Hiring and Onboarding of all Tourism staff, part-time and seasonal staff, and volunteers
 - Supervision of staff workload, operations, and performance.
 - Provide physical and psychological health and safety in the workplace – promotion of organizational and visitor culture, clear leadership, growth and development opportunities, workload management, and excellence in service provisions
 - Oversee all procurement and purchasing, sales pricing, and accounting practices
 - Prepare and promote marketing strategies together with staff that remain consistent with short- and long-term growth and development goals.
 - Oversee, and report to the Chief Administrative Officer, on all staff related operations, sales and marketing, visitor feedback, and project development needs.
- **Leadership in Strategic Planning & Development**
 - Stay informed on all recent tourism trends, opportunities, philosophies, and marketing strategies – including appropriate and current funding opportunities with private and public sector funds.
 - Seek opportunity to improve, increase, and expand tourism and the cultural experience with visitors coming to the Town of Hartland.
 - Investigate, and acquire quotes, plans and development strategies toward the ongoing projects for waterfront development, vendor spaces, cultural additions to the Tourism base currently provided in Hartland.
 - Year-over-year strategies to increase visitor numbers, time spent per visit, and Tourism sales
 - Assist in developing and operating festivals, events, marketplaces, and continue to expand opportunities with volunteer groups to promote the Town of Hartland.
- **Conduct Research For Improved Experience**
 - Constantly and consistently conduct research through various mediums to improve Tourism advertising, marketing, and experiences.
 - Target research, data research, visitor surveys and other data collection points to promote growth and expansion of particular Tourism and Business opportunities in the Town of Hartland, with the Longest Covered Bridge in the World, and work

with Business Development groups to help market local artisans, shops, pubs, eateries and other local experiences.

- Promote options for online experiences, shopping and marketing.

- **Liaison with Public, Private, Local and Visitor Stakeholders**

- Maintain relationships with stakeholders at all levels of government, local business groups, local volunteer groups and other stakeholders and investors.
- Negotiate and Develop vendor relations, pricing and contract requirements, purchasing of products
- Maintain relations and provide management of all lease-holder agreements on permanent fixed rental spaces (Bistro, eatery, other) and temporary and seasonal spaces (vendor spaces, pop-up shops, container converted shopping)
- Improve and promote the constant expansion of downtown Hartland shopping and vendor footprint, optimize visitor experiences and work with invested community groups, Friends of Hartland and the Chamber of Commerce among others.
- Attend all meetings relevant to Tourism and Business Development, and otherwise as requested by the position or the Chief Administrative Officer.
- Report to Council on request of the Chief Administrative Officer.

- **Administrative / Managerial Duties**

- Perform or Oversee all cash-up processes, purchasing, and inventory counts
- Maintain clear records of all transactions, receipts, customer information and visitor experience surveys
- Collect and record data to continue research and improvement
- Provide regular reports to the CAO and occasionally to council
- Prepare annual strategies for development and growth, budget requirements, project expenditures, and grant and proposal preparations

Qualifications:

Minimum required qualifications for this position are:

- Completion of a post-secondary degree or certificate in **Business, Tourism, Public Administration** – or relevant related experience.
- 3-5 years of experience in the development and delivery of business plans, marketing strategies, and Tourism related operations and expansion.
- Experience in Development, Tourism and related projects is considered a strong asset.

- Experience in retail development or business promotion and marketing considered an asset
- Travel experience will be considered an asset.
- Experience in stakeholder relations, and working with government considered an asset
- Valid Drivers License
- Combination of education and experience may be considered

Working Conditions:

The Town of Hartland is creating a positive, healthy and vibrant workplace culture that reflects good work ethic, respect for the position of public service, and provision of excellence in services. We are looking to add positive characters to our team that can help us continue to create a fun and rewarding workplace experience.

Due to the nature of Tourism services, the position will require work occasionally on weekends, and evenings. Your commitment to providing excellence of services, and cultural experiences will be rewarded and compensated accordingly.

The position requires 37.5 Hours per week, and occasionally will require overtime during festivals, seasonal operations, and other specific events and operations. Overtime will be compensated outside of the salaried day-to-day position accordingly.

Compensation:

Compensation for this new position is competitive and under review. Compensation will be negotiated to reflect education and experience.

*The Town of Hartland is an equal opportunity employer, and provides opportunity equally to all applicants. The best suitable candidate will be selected for this position – to continue the positive growth and development of our community for both Tourism, and Business Economy.

To APPLY:

Please email a copy of your covering letter and resume to cao@townofhartland.com on or before **Thursday, June 3, 2021 @ 4:00pm** with the subject line “Hartland Development Manager – Project 2021:02” to be considered. Only those selected for an interview will be contacted. Thank you for your consideration of this position!

Cover Letter Details:

*In your cover letter please specify how your character, and leadership qualities separate you from others. Also, specify any relative creative and innovative development

projects you have been part of. Specify any education, Business School experience, or other relevant experiences, including travel experiences.