



**SAULT
STE. MARIE**

Job Vacancy

Position: Area Coordinator Special Events & Sports Tourism
Job Posting: 020-020-2021
Department: CDES
Division: Tourism & Community Development
Status: Full Time

Wage Range: \$60,341 – \$71,854
Job Class: 2 (under review)
Shifts: 35 hours/week
Posted: April 21, 2021
Closes: May 5, 2021, 4:30pm

Primary Duties and Accountabilities include, but are not limited to:

- Establish and maintain networks with partners, sports and cultural associations, and various business groups, to promote Sault Ste. Marie (SSM) as a destination for sports tourism and special events.
- Contribute and make recommendations to increase tourism and attract business regarding special events and sports tourism.
- Recommend and budget to meet objectives.
- Work with local sports organizations to plan, develop and organize sports events.
- Develop sales, promotional strategies and direct sale of sporting events with clients to prepare bid packages.
- Represent and attend conventions, tradeshows and marketplaces to promote SSM as a destination.
- Identify potential opportunities and funding sources, partnerships and joint ventures; including the implementation of partnership agreements.
- Develop and oversee funding applications; liaise with event organizing committees to provide best practices, evaluation and reporting follow up, as required
- Identify and develop strategies for new tourism product development and programming.
- Contribute to the development of publicity and marketing strategies.
- Develop leads and respond to enquiries from clients.
- Event planning and event logistics for large scale events, conferences and festivals; creation, logistics execution, start up costing, time schedules, volunteer recruitment, event budgets, registrations, logistics, food and beverage, permits, etc.
- Liaise with city venues, site tours, attractions and suppliers; secure committee or board member commitment for major events.
- Provide direction to staff under the supervision of the Manager, Travel and Tourism Development.
- Prepare various summaries, reports, and presentations.
- Travel, evenings and weekends, as required.
- Other duties as assigned.

Qualifications:

- College Diploma in related field of study; Tourism, Hospitality, Marketing, Event Planning, Sport Management, etc.
- Three years working in a tourism or sports management environment.
- Computer literacy in Microsoft including experience in Excel, Word and Outlook.
- Analytical with the ability to think strategically and creatively.
- Project management and research.
- Organized to perform the duties of the position with attention to detail and meet deadlines.
- Meet and interact with internal and external personnel, in a pleasant and professional manner.
- Read, write and communicate to perform the duties of the position.
- Work effectively and efficiently independently and as a team member in a fast-paced environment.
- Bilingual (French/English), is an asset.

To apply for this exciting opportunity, please provide a cover letter and resume highlighting your qualifications to:

Email human.resources@cityssm.on.ca
Subject line 020-020-2021 Area Coordinator Special Events & Sports Tourism

The Corporation of the City of Sault Ste. Marie is an inclusive employer. Accommodation is available in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, 2005.