TOURISM DEVELOPMENT INTERN

Opportunity Lives Here

JD#: 0
Job Number: J0321-0112
Job Title: Tourism Development Intern
Department:
Economic and Cultural Development Department
Job Type: Internship
Job Category: Economic Development
Number Of Positions: 1
Date Posted: March 22, 2021
Closing Date: April 12, 2021
Salary: $18.00/Hour
Hours of work: 35 hours per week
Schedule: 8:30 AM - 4:30 PM
Union: Non-union
Contract Duration: 17 Weeks

Vaughan is a city on the move. With a downtown core rising from the ground – the Vaughan Metropolitan Centre, a state-of-the-art hospital opening its doors in 2021 – the Cortellucci Vaughan Hospital, and a bustling subway, exciting projects are transforming the community. Be a part of something amazing and build your career at the City of Vaughan.

The City of Vaughan is an equal opportunity employer serving one of the fastest-growing municipalities in Canada, we are an organization committed to diversity and inclusivity, providing a thriving work environment, excellent benefits, learning and growth
opportunities and a place where collaboration and teamwork are fostered. As one of the Greater Toronto’s Top Employers for 2021, we continuously employ workplace best-practices – and they’re getting noticed! Excellence demands brilliant personalities, visionary thinking and a passion for public service. Vaughan is your place to grow.

Position Overview

Tourism Vaughan Corporation’s (TVC) student employees will be responsible for supporting the development and delivery of projects and initiatives to establish, attract and sustain tourism in the City of Vaughan, one of Southern Ontario’s fastest growing cities, through key activities of the inaugural TVC 2021 Business Plan.

Responsibilities

Students will report directly to the Executive Director of the TVC, a municipal service corporation of the City of Vaughan with the mandate to promote tourism in the city. The students will support a variety of projects and initiatives related to the establishment of a tourism organization in its inaugural year.

Projects and tasks include but are not limited to:

1. Destination Marketing Campaign Coordination and Content Management
   - Support in the development and implementation of destination marketing campaigns;
   - Market research and data/analytics for campaigns including online searches, stakeholder engagement, surveys etc.; and
   - Content development for social media, web and other marketing channels.

2. Online Destination Reputation Management
   - Conduct an online reputation review of travel websites, social media etc. to identify Vaughan’s (a) current online presence; (b) potential channels to develop a presence; and (c) current sentiments of the City; and then update/upload content on these platforms to ensure a consistent image and key messages of the destination based on the new brand; and
   - Gather updated information from internal departments and external sectoral partners to develop key marketing content.

3. Tourism Digital Marketing Asset Database
   - Support the development of a Tourism Image and Video Database;
   - Identify missing photos and videos through the completion of an asset inventory of current photo/video database(s) against seasonality and visitor profiles; and
   - Develop and implement an action plan to acquire photos of missing assets through collaboration with photographer(s) and videographer(s) and scheduling of photo/video shoots with tourism stakeholders of identified tourism locations.

4. Tourism CRM Maintenance
   - Accommodations – using the CRM, update hotel/motel profiles to include details of amenities (i.e. pool, gym, number of rooms, accessible rooms) and main contacts (GM & Director/Manager of Sales) to be used for future meetings/conferences/event bids, planning and marketing collateral.
   - Meetings & Conventions – using the CRM, maintain a list of capacity and amenities and main contacts of Meetings & Conventions spaces in Vaughan to be used for a future meeting planner’s guide and internal planning/bids; and
   - Update the CRM on an ongoing basis through interactions with stakeholders and partners via other projects (i.e. asset identification and stakeholder sessions as part of the Master Plan’s environmental scan)

Qualifications and Experience

- Enrolled in post-secondary degree or diploma in the field of Destination Management and Marketing, Tourism and Hospitality, Travel and Tourism, Event Management, or related field.

- Creative Skills

- Critical Thinking and Problem-Solving Skills

- Continuous Improvement and Organizational Development Skills
• Knowledge and experience with planning and implementation of tourism marketing initiatives and events.

• Customer service, oral and written communication skills.

• Knowledge of and experience working with local tourism agencies and stakeholders (including accommodation, attraction and destination providers).

• Demonstrated ability to work in a team environment and to establish effective working relationships with internal and external stakeholders.

• Exceptional research and analytical skills.

• Must be able to manage multiple tasks with demonstrate problem solving skills.

• Strong administration, project planning and time management skills.

• Must be extremely outgoing, enthusiastic, energetic, and able to work comfortably with the public and stakeholders.

• Positive attitude and a strong desire to provide excellent customer service.

• Availability to work flexible hours including evenings and weekends.

• Ability to work in outdoor (on site) as well as office setting.

• Any previous experience in the travel and tourism industry is a strong asset.

• Knowledge and experience with the City of Vaughan’s neighbourhoods, attractions and destinations an asset.

• A valid driver’s license and access to own transportation is preferred.

• MS Office Proficiency, namely Access, Excel, Word, PowerPoint

• Intermediate skills with the MS Dynamics 365 application is an asset.

• Knowledge and experience working in a part-time or full-time business environment is an asset.

Committed to employment equity, the City of Vaughan encourages applications from First Nations, Metis and Inuit people, members of Black communities, persons with disabilities, members of visible minority groups, the 2SLGBTQ+ community and women. In accordance with Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and the City of Vaughan’s Accommodation Policy, accommodation will be provided in all parts of the hiring process. Applicants are required to make their needs known in advance.

We thank all applicants for their interest; however, only those selected for an interview will be contacted. Please be advised, the City of Vaughan uses email to communicate with applicants for open job competitions.

The City of Vaughan is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds. The City of Vaughan is also committed to providing accommodations for people with disabilities. If you require an accommodation, we will work with you to meet your needs.