

Community Development Officer

Watrous Manitou Marketing Group

The Watrous Manitou Marketing Group (WMMG) is seeking a natural community leader for the position of Community Development Officer (CDO). Reporting to an independent Board of Directors, the CDO will be responsible for leading, developing, and implementing all initiatives around tourism and community economic development for the Town of Watrous and Resort Village of Manitou Beach.

Tasks to be performed include, but are not limited to:

- Work with the WMMG Board of Directors to develop strategies, marketing initiatives, and identify opportunities to promote tourism and community economic development
- Develop and implement a yearly business and marketing plan for the WMMG and work closely with local stakeholders in the management of the local Destination Marketing Program
- Maintain a yearly budget and manage the organizational cash flow
- Oversee all aspects of the 'Unsinkable Watrous-Manitou' Brand including creative messaging and content development
- Plan and implement new research-based advertising strategies that will increase market share for leisure, group, business, and event-based travel to the community.
- Gather and record applicable economic data and identify potential investment and sector attraction opportunities.
- Work with local businesses and stakeholders in the area of business retention, expansion, and Main Street Revitalization.
- Work with and develop strong working relationships with local and provincial media. When applicable, be comfortable with being the 'face' of the community.
- Oversee design/printing of a yearly Watrous Manitou Activities Guide and other print collateral
- Design, develop and conduct familiarization tours of Watrous Manitou for travel media, event planning, and tour operators.
- Coordinate the development of web content including administration of several local social media channels.
- Represent Watrous Manitou in public speaking opportunities and presentations at local and provincial meetings, tradeshows, and conferences.
- Attend meetings, seminars, conventions, and workshops to further knowledge, stay informed to the changes in Saskatchewan's tourism and economic development sectors. Maintain working relationships with the staff at Tourism Saskatchewan and the Saskatchewan Economic Development Alliance (SEDA)
- Coordinate in the development and delivery of special events including sitting on local committees when applicable.
- Prepare monthly and quarterly reports for WMMG Board Meetings. Prepare agendas, take minutes, and circulate to the Board as required

Knowledge, Skills, and Abilities Required:

- Knowledge or experience in the Saskatchewan tourism or economic development sectors considered a strong asset
- Knowledge of Watrous and Manitou businesses and tourism attractions and events
- Must be a self-starter and be able to work independently
- Strong computer and interpersonal skills
- Must be a strong communicator and be able to work with volunteers
- A valid class 5 driver's license as some travel will be required.

Training and Experience

A diploma or degree in marketing, public relations, community development or a closely related field, and 3 to 5 years' experience in marketing or public relations work; or any combination of training and experience which provide the required skills, knowledge and abilities.

Please send your cover letter and resume outlining your skills and qualifications for the position to:

Watrous Manitou Marketing Group

Box 892

Watrous, SK S0K 4T0

Or by email (preferred): john.gunderson@ig.ca

Position closes July 15, 2020

Only those chosen for an interview will be contacted.