



Regional Tourism Organization 8 (RTO8) (rto8.com), Kawarthas Northumberland (kawarthasnorthumberland.ca) seeks a dynamic **Partner Communications Lead** to join our team on a contract basis. Reporting to the Executive Director, this position is responsible for the development and coordination of partner communication programs with a strong focus on relationship building. Professionalism, confidentiality and initiative in dealing with the day-to-day issues that arise, are key elements in the performance of this role.

This downtown Peterborough-based position involves limited regional travel. It would appeal to a “get it done” person who wants to help shape the growth of a young, fast-paced organization.

The ideal candidate is/has:

- Well organized, needs minimal supervision and meets deadlines;
- Excellent communication skills (speaking and writing English);
- Proactive customer service orientation;
- Flexible, able to thrive in a small office environment;
- Able to multi task and prioritize;
- Strong computer skills (Microsoft Office)
- Able to work occasional evenings or weekends as required;
- Experience with project management processes and tools;
- Experience with WordPress, Eventbrite, Mail Chimp an asset;
- Strong problem-solving skills and attention to detail;
- Experience with website content management an asset;
- Experience working with DMO's or RTO's an asset;
- Experience working in a Municipal or Not-for-Profit setting an asset.

Position Responsibilities:

- Assists with the development of the annual marketing and communications plan as it pertains to partner communications.
- Leads the creation and execution of a partner communications plan.
- Monitors, analyzes, provides insight and reports on partner communications as it pertains to plan activities. This includes reporting on the success/effectiveness of programs.
- Leads stakeholder/partner communications – including the creation and distribution of the quarterly RTO8 partner newsletter and partner opportunity e-blasts, rto8.com content and updates.
- Lead on Destination Ontario, partner, DMO and RTO generated content, education and product placement on ontariotravel.net, training for tourismpartners.com and other Destination Ontario partner initiatives as needed. Provides reporting and analytics.
- Works with the Executive Director to foster relationships with partners for the growth / maintenance of existing tour(s) and development of new tours and tourism partner product, including providing assistance in identifying and developing regional and cross-regional experiences.
- Lead contact for the registration of tourism partner workshops and events.
- Performs monthly updates on Trip Planner to ensure partner / regional information is accurate.

- Responsible for the growth, participant information updates, application renewals and database maintenance of the Butter Tart Tour.
- Provides rto8 social media support following the social media content calendar.
- Assists when requested in the preparation of Ministry and Board Reports as it pertains to Partner Communications.
- Provides a partnership perspective and insight when creative expertise/talent is requested including photography, videography, and print and social media platforms.
- Maintains a partner products database.
- Manages and updates the digital library for Kawarthas Northumberland.
- Reports directly to the Executive Director.
- Other responsibilities as assigned.

Education and Experience:

- Three to five (3-5) years-experience in the tourism industry
- Three to five (3-5) years-experience in communications

Additional Information:

- Contract term: Until March 31, 2019 subject to available funding and satisfactory performance with an option to renegotiate to permanent full-time.
- Hours: 8:30am – 5:00pm Monday to Friday (may include some weekends and evenings).
- Based in downtown Peterborough, Ontario
- Start date: To be confirmed
- Hourly wage: \$24.25 - \$25.00

How to Apply:

Please include in your application a cover letter, resume and two samples of work that best represent your talent as it relates to the Partner Communications Lead. All application requirements should be compiled into a single document and submitted in MS Word or PDF format.

Applications must be received by email at brendawood@rto8.com by **Friday May 18, 2018 at 4:00 pm** to be considered. Use the following format as your subject line: "Partner Communications Lead – Last Name, First Name"

Thank you for your interest, however, only applicants considered for an interview will be contacted.