



Feb 18, 2022

## **Event Coordinator and Marketing Support Position Contract**

Tourism Harrison is a Destination Marketing Organization focused on marketing and promoting the Harrison River Valley Region. One of our key promotional tools is coordinating/hosting and marketing attractive shoulder season events to bring visitors to the region. While COVID has limited our event activity over the last couple of years we are looking to potentially reenter the event arena with events like the Agassiz Farm Cycle Tour, Canada Day, the Harrison Beer Festival and Lights by the Lake.

### **1. Organizational Relationships**

The successful candidate will report to the Executive Director and Marketing Manager.

Coordinates with: Local businesses, Visitor Centre, and various community representatives from the District of Kent, Sts'ailes, and Village of Harrison Hot Springs.

### **2. Key Responsibilities**

- Coordinating Tourism Harrison events and activities
- Coordinating volunteers for events
- Management and Organization of all events
- Researching Grant application opportunities for events
- Securing Sponsorships for various events
- Maintaining the Tourism Harrison website relating to events
- Hiring various entertainers and performers for Tourism Harrison events and activities.
- Distributing post-event surveys
- Marketing activities as directed

### **3. General Duties**

- Onsite coordination of events
- Booking venues and other services for Tourism Harrison events (caterers, tents, etc.).
- Collaborating with local municipalities.
- Communication with local businesses
- Updating the website, WordPress, as event information changes.
- Evaluating the event through surveys and feedback in a post event report.
- Following the allocated budget.
- Participate in Co-operative Groups as assigned.
- Other event and marketing activities related duties as assigned.

### **4. Required Qualifications**

- Ideally you will have Event Planning and Management Certification
- Working with online platforms such as OneDrive is a must
- Software expertise such as Adobe Creative Cloud, including InDesign, Illustrator, and Lightroom would be beneficial.



- Must be proficient in Microsoft products including, Outlook, Excel, Word, and OneDrive.
- Must understand e-mail campaign platforms such as SurveyMonkey and MailChimp.
- Must understand Social Media Marketing and event pages.
- Experience with Trello or other project management tools is an asset.
- Experience with WordPress is an asset.
- Experience following budgets is an asset.
- Ability to be creative and problem solve.

#### **5. Required Licenses/ Certifications**

- Serving it Right
- Recommended to have your Tourism and Event Management Certificate

#### **6. Working Conditions**

Must be available to work weekends for events and activities in the Harrison River Valley. This is an in-office position. There may be remote opportunities available for preparatory work. This position will be available 3 - 5 days per week starting March depending on event slate and other opportunities and may be considered full-time as required. This position starts at an hourly rate of \$22

When applying please submit to the attention of:

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