

## Marketing & Tourism Assistant (Seasonal - Lakefield)

Of interest to a personable, organized, self-starter who enjoys meeting people, a variety of tasks and providing excellent customer service in a busy, not-for-profit environment. It is expected that the work week will generally be 30 hours, five days a week, with a start date between mid-May and early June and an end date of late August. Saturday and Sunday will be required work days.

**This position is dependent on funding, requiring the employee to be between 15 and 30 years of age at the start of employment.** Additionally, the successful candidate must have a valid Social Insurance Number and be legally entitled to work in Canada. Youth who self-identify as Indigenous, a visible minority and/or LGBTQ2 are encouraged to apply. Note that it is no longer a requirement to be enrolled as a student.

It is expected that **this position will be based primarily in Lakefield but travel to other communities may also be required.** Access to a reliable vehicle is necessary since public transit is not available.

### What You Will Do:

- Act as the lead staff member providing area information, accommodation referrals and directions to tourists
- Demonstrate superb communication & customer service skills
- Assist with a variety of marketing tasks such as writing newsletter articles & blog posts, promoting events, supporting social media activity
- Assist with special event planning
- Track statistics for referrals and assistance
- Maintain inventory of tourism and business resources including a database of accommodation vacancies
- Perform general office tasks including answering the phone, filing, copying, e-mailing, data entry, preparing and sorting mail and word processing
- Responsible for opening & closing office on specified days
- Perform duties in a professional and confidential manner.

### What You Will Bring:

- Excellent knowledge of the area is required – especially attractions, special events, accommodation providers, restaurants, and retail locations
- Ability to clearly and concisely give accurate directions
- Strong verbal & written communication skills
- Strong computer skills in Microsoft environment
- Ability to work independently to achieve day-to-day results
- Demonstrated time management & organizational skills
- Experience with web maintenance and social media for business purposes is considered an asset
- Experience with special events is considered an asset
- Post-secondary focus on Marketing & Promotions, Communications, Journalism, Community Development, Tourism & Hospitality, Fundraising or Business Administration considered an asset.

Qualified applicants are invited to send a **cover letter and resume** by **Friday, April 12<sup>th</sup> at 4:00pm** to: [generalmanager@KawarthaChamber.ca](mailto:generalmanager@KawarthaChamber.ca), indicating the position name in the Subject Line.

We are an equal opportunity employer. Only candidates invited for an interview will be contacted.