



Location: Prince Albert, Saskatchewan

Marketing & Business Development Coordinator – Full Time
Job Description

Prince Albert Regional Economic Development Alliance (PAREDA) is responsible for operating the Prince Albert Tourism Centre and promoting tourism on behalf of the City of Prince Albert. The Marketing and Business Development Coordinator who will report to the PAREDA CEO and is responsible for assisting with various duties, projects and events that drive visitors to Prince Albert.

PRIMARY DUTIES AND RESPONSIBILITIES:

Marketing & Business Development

- Assist in the development and implementation of PAREDA /Tourism Prince Albert and business-related content.
- Operate multiple social media sites which includes measuring social media analytics, plus use of social media management tools to monitor, schedule and administer content.
- Create engaging and shareable content for social media, blog and website. Photography and videography at events, attractions, etc.
- Attend regional events.
- Create and administer a monthly newsletter.
- Assist with concept development and write content for the website.
- With leadership, develop plans, proposals, grants and agreements to help build PAREDA/Tourism Prince Albert.
- Develop advertising and promotional material.
- Assist in the planning and execution of tourism events.
- Create stories and profiles on local attractions, businesses, events, etc.
- Interact with partners, visitors, residents and more to actively promote Tourism Prince Albert as a place to explore.

Visitor Services, Retail Operations & Reception

- Responsible for the daily operation of the Visitor Centre.
- Responsible for opening and closing of the Visitor Centre. (Cash in and out, security alarm, lights, locking doors)



- Taking messages and delivering the messages to the appropriate person.
- Supervise the daily operation of the Visitor Centre.
- Welcome and respond to visitor's inquires by telephone, email, social media and in person.
- Provide efficient and knowledgeable service while processing transactions within the Gift Shop.
- Compile and record daily visitor statistics.
- Receive and distribute daily mail.
- Assist with as requested by Chief Executive Officer: compilation, preparation and disbursement of board meeting materials, preparation, and research of information.
- Order materials and supplies.
- Seek out and handle relations regarding all gift shop content and consignment contracts.
- Complete daily cash out procedure and record all information.
- Prepare and deliver bank deposits.
- Maintain proper cash float.
- Responsible for quarterly and year-end inventory count.
- Prepare month end reconciliation reports.
- Prepare and deliver bank deposits and GST remittance.
- All other duties as assigned.

DESIRED SKILLS AND/OR EXPERIENCE

- Business Administration Certificate/Business Degree, specializing in Marketing.
- Creative Writing
- Digital Marketing
- Retail
- Graphic Design
- Point of Sales System knowledge
- Event Management
- Knowledge of Prince Albert and area is asset.
- Strong communication skills
- Excellent customer service skills
- Ability to multi-task
- Organizational and time management skills
- Ability to work collaboratively in a team environment and as a self-starter.
- Second language an asset but not required.



REQUIREMENTS

- Must have a Valid Driver's License and the ability to travel.

SALARY (CONTRACT)

- \$64,500- \$67,500 annually, depending on experience, skills and education.

APPLICATION PROCESS

Send Resume (including 3 professional references) and Cover Letter to:

Ashley Charles, PAREDA CEO
ashley@pareda.ca

PAREDA thanks all interested applicants; however, only those chosen for an interview will be contacted. The successful candidate will be required to undergo a criminal record check. Please be advised applications received without the proper documentation may not be considered. Telephone interviews will not be granted.

Applications accepted until a suitable candidate is found