

**Job Title: Regional Tourism Development Associate Summer Intern Position**

**Primary Objective:**

Contribute to and assist with the research and development of tourism experience/product initiatives and activities as part of Hamilton Halton Brant Regional Tourism Association's (HHBRTA) current business plan and projects. This position will be working with industry partners to develop tourism experiences that will entice visitors to stay longer and do more in the region of Hamilton Halton Brant. Current experience products in development include a variety of cultural and outdoor activities including self-driving excursions, art experiences, cycle routes and hiking trails as well as culinary initiatives.

A successful candidate would have the ability to multi-task, display strong communication skills in both written and verbal forms, work well with minimum direct supervision, and possess robust organizational and time management skills.

*This is a 7-week Full Time (35 hours a week) work term that will commence on May 13<sup>th</sup>, 2024, until June 28<sup>t</sup> 2024. This role would be working hybrid with the majority of hours working remotely at your home office.*

**Key Responsibilities:**

**Corporate Communications**

- Perform ongoing content audits of the HamiltonHaltonBrant website to ensure reader friendliness, relevancy, accuracy, and ease of navigation.
- Assist with collating and designing the monthly corporate newsletter
- Assist in the Development of the HHBRTA annual stakeholder report that provides industry stakeholders with organizational information and yearly highlights.
- Attend related meetings as required.

***Experience Development***

- Working with team members and industry stakeholders to evolve regional product/experience development initiatives focused to grow tourism industry receipts in the region of Hamilton Halton and Brant.
- Assist with initial research and assessments to develop new and/or enhance existing products.

### ***Tourism Marketing Development***

- Social Content Management and Engagement – Create content for social channels and monitor audience engagement (respond to comments, like partners posts, re-tweet/re-post etc.).
- Reach out to DMO marketing contacts and partners for website content, digital assets, and information to implement into seasonal campaigns.
- Oversee and manage Heart of Ontario website content, including editor/approval process for all partner loaded content.
- CrowdRiff UGC Curation – Find and request UGC to use for social marketing and other digital marketing needs, including updating website galleries and CTAs (seasonally).
- Oversee and maintain CrowdRiff Media Hub (used by external media and partners) and CrowdRiff platform assets (update and upload accordingly)
- Partnership and Special Project marketing assistance – e.g., CCMAs, Hamilton City Magazine ads + event content, Booker website implementation etc.

### **Position is ideal for students pursuing studies in:**

- University degree: Bachelor of Arts - Communication Studies or Business, Tourism/Destination Development
- College Certificate: Public Relations, Tourism and Hospitality Experience

### **Behavioral Competencies:**

- Communication – verbal, written
- Problem solving
- Strategic thinking
- Teamwork & collaboration
- Creativity and innovation
- Building business relationships with industry and partners
- Planning and organization
- Project Management

### **Professional / Technical Competencies:**

- Knowledge of software applications - MS Office (Word, Excel, PowerPoint)
- Knowledge of organization
- Knowledge of Marketing Principles and Business
- Social media/digital marketing and public relations experience is an asset

**Reports To:     Marketing & Industry Development Officer**

**Hours of Work:** 35 hours weekly

**Hourly Rate:** \$19.00 an hour

**Contract Duration:** May 13th, 2024, to June 28<sup>th</sup> 2024

Office Location: 301-270 Sherman Ave N, Hamilton (downtown Hamilton near the waterfront)  
On HSR route. (local transit)  
Free on-site parking for staff/clients.

## ABOUT THE ORGANIZATION

We are an incorporated regional tourism organization whose primary mandate is the development and promotion of tourism. Our regional boundaries include Hamilton, Halton and Brant. We are funded by the Province of Ontario and work very closely with the Ministry of Heritage, Sport, Tourism and Culture Industries.

Industry Website: [www.hamiltonhaltonbrant.com](http://www.hamiltonhaltonbrant.com)

Consumer Website: [www.theheartofontario.com](http://www.theheartofontario.com)

