



**Position: Manager, Member & Destination Development: Part-time**

**Reports to:** Board of Directors

**Location:** Christina Lake Tourism Society Office/Remote Hybrid

**Who We Are:**

At Christina Lake Tourism Society, we're dedicated to showcasing the best of our beautiful community. We're a member-driven not-for-profit society focused on supporting tourism-driven businesses in Christina Lake. We strategically promote Christina Lake's businesses as key drivers that make Christina Lake a top tourism destination. Our commitment extends to creating value for our members, ensuring that Christina Lake thrives as a vibrant, well-visited destination.

**Your Mission:**

As the Manager, Member & Destination Development, you will play a pivotal role in delivering value to our members, representing Christina Lake at regional tables, and activating local and regional marketing opportunities. You will be responsible for managing membership fees, promotional materials, and related budgets, ensuring that our community and stakeholders are well-represented and engaged.

**What You'll Do:**

**Member Engagement & Value Creation:**

- Engage with local businesses and stakeholders to ensure membership value is maximized.
- Manage and oversee membership fees, promotional materials, and associated budgets.
- Act as the primary liaison for member businesses, ensuring their needs are met and their voices heard.

**Regional Representation & Marketing Activation:**

- Represent Christina Lake at regional, provincial, and national tourism and destination marketing tables.
- Develop and implement marketing initiatives that align with the strategic goals of Christina Lake Tourism Society.
- Communicate local and regional marketing opportunities to members, helping them leverage these for greater exposure and success.

**Social Media Management:**

- Actively promote the Christina Lake Tourism Society and its members through social media channels.
- Create engaging content, monitor social media metrics, and adjust strategies to maximize outreach and engagement.

- Collaborate with the Coordinator to ensure that social media content aligns with overall marketing goals and is effectively displayed at the Visitor Centre.

**Strategic Planning & Community Engagement:**

- Contribute to the strategic planning process, ensuring alignment with member needs and community growth.
- Foster strong relationships with community stakeholders, promoting collaborative efforts to enhance tourism in Christina Lake.

**What You Bring:**

- Proven experience in member management, community engagement, and destination development.
- Strong communication and interpersonal skills to effectively liaise with diverse stakeholders.
- Ability to manage budgets, promotional materials, and strategic initiatives with attention to detail.
- A passion for tourism, community development, and the success of Christina Lake.
- Proficiency in social media management, including content creation and analytics.

**Perks & Compensation:**

- 20 hours per week, with opportunities to increase as needed.
- **NOTE: Currently hiring for 2 part-time roles with Christina Lake Tourism Society and the option to combine these roles into one full time if candidate is interested.**
- Hourly rate commensurate with experience and opportunity to grow with new marketing/sales programs.
- Compensation for business-related vehicle use and travel.
- Flexible contract position, with opportunities for professional development.

**HOW TO APPLY: Submit resume by email to [eventcoordinator@shaw.ca](mailto:eventcoordinator@shaw.ca)**

**Deadline for applications: September 5<sup>th</sup>, 2024**