



INDUSTRY COMMUNICATIONS COORDINATOR

Position: Industry Communications Coordinator

Reports to: Director, Projects and Strategic Initiatives

Location: Etobicoke (HWY 427 & Burnhamthorpe Area)

Position Profile

This position is responsible for the coordination of marketing and communication activities supporting a provincial sector-based tourism and hospitality workforce development strategy being launched by the Ontario Tourism Education Corporation (OTEC) in partnership with the Ontario Restaurant Hotel and Motel Association (ORHMA). The successful candidate will be responsible for promoting the strategy through multiple channels, as well as engaging industry and community-based stakeholders in research, events, formal partnerships, and a range of training and professional development activities. This role will also have an opportunity to develop and distribute key messaging, success stories and case studies over the course of the project that will build awareness of the project and its outcomes across Ontario. This unique role will involve working closely with both OTEC and ORHMA to leverage and strengthen their combined networks and communications channels in support of the project and the industry's broader workforce development needs. The role also works closely with OTEC's President & CEO on marketing and communication deliverables.

About OTEC

OTEC is an independent, entrepreneurial, not for profit, workforce development, training and consulting organization. We are renowned strategy and training specialists in Customer Service, Leadership and Workforce Development initiatives serving tourism, hospitality, healthcare, retail, finance, retirement, social services and education sectors. OTEC is seen as a leader in tourism and hospitality workforce development and innovation with a strong dynamic team culture and pan-provincial partnership base.

About ORHMA

The Ontario Restaurant Hotel & Motel Association (ORHMA) is the largest provincial hospitality association in Canada. With over 4,000 members, representing more than 11,000 establishments across the province, the ORHMA is uniquely positioned to represent the issues that most impact businesses. ORHMA represents the industry's interests at both the Provincial and Municipal levels of government.

Industry Outreach & Engagement

- Industry support serving the tourism and hospitality industry in Ontario;
- Conduct direct personal email and telephone outreach and engagement to new and existing industry segments and partners;
- Conduct regular industry research (regional/segment-specific) to identify potential partnership opportunities and support existing partners with relevant information;
- Establish excellent relationships with industry and regional partners to assist in communications campaigns wherever possible;
- Assist as requested, in the development and execution of industry engagement strategies including research, media relations, and event management.

Marketing & Communications

- Contribute to communications planning including social media and content development;
- Translate research and data into communication materials for various mediums (eg. blog, social media, stakeholder reports, grant proposals);
- Animate OTEC's social media channels including Twitter, Facebook, LinkedIn and Instagram;
- Create/incorporate compelling graphics for social media, reports and website use;
- Identify opportunities for greater digital reach in communities and for communicating OTEC & ORHMA's combined value to the industry;
- Coordinate targeted communications through a regular cycle of e-blasts, informational and promotional outreach, and project updates;
- Develop and maintain communications lists to ensure relevant, effective, communications with OTEC and ORHMA partners and stakeholders;
- Contribute to storytelling with writing press releases and editorial content for e-newsletters, website, blogs, white papers, social media, and printed materials;
- Draft, review, and proofread materials to ensure clear, concise, and effective messaging;
- Utilize analytics tools for evaluation and to demonstrate impact for reporting and stakeholder engagement.

Operational Support

- Maintain schedules and track timelines for multiple projects and events;
- Utilize CRM to manage and update client database;
- Support President & CEO with reports, presentations, updates and communications concerning above mentioned activities;
- Support office administration and all members of the team as required.



Competencies

- Demonstrated sales and marketing ability; relationship building skills, and results oriented
- Effective social media and B to B communication skills
- Organized with attention to detail
- Strong customer service orientation and attitude
- Flexible, adaptable and can establish good working relationships with colleagues, partners and clients
- Ability to multi-task, prioritize, problem solve and to work within deadlines
- Excellent written and verbal communication skills
- General administrative skills, excellent computer skills, including MS Office Suite, Adobe Creative Suite, Customer Relationship Management Software, and Project Management Software
- Team orientation

Ideal Candidate:

- Graduate or post-graduate of a tourism marketing, business administration, public relations, new media, advertising, communications, from a university or college;
- Workforce development or Tourism management experience is an asset;
- Business to business marketing or communication experience is necessary;
- A minimum of two years' work experience is ideal.

NOTE: Only those applicants submitting a resume with a cover letter stating salary expectations will be reviewed. Submit your resume to careers@otec.org. Closing date: August 17, 2018. This is a one year contract with the opportunity for permanent full time.

We will contact qualified candidates for an interview.

Office Location: 21 Four Seasons Place, Suite 300, Etobicoke, Ontario M9B 6J8. This location is accessible by TTC, or parking is provided. The office is located at Burnhamthorpe Road E and the East Mall.