

Regional Tourism Development Associate Summer Position 2025

Job Description

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 (RTO3) 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 16-week work term that will commence on May 12th, 2025, until August 29th, 2025. This work term will be operating as a hybrid working model.

Key Responsibilities:

Experience Product 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

- Assist RTO3's Marketing team to advance marketing strategies and current campaigns.
- Upload content to website and assist with social media postings and content creation.
- Engage with Regional industry partners to promote their tourism products and offers.

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

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 Tourism, Culture and Gaming.

Industry Website: www.hamiltonhaltonbrant.com

Consumer Website: www.theheartofontario.com

Hamilton Halton Brant Regional Tourism Assoc provided the following inclusive hiring information:

We are an equal opportunity employer and considers all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

Reports To: Marketing & Communications Manager

Office Location: 270 Sherman Ave N, Mill Building, Suite 309, Hamilton, ON, L8L 6N4 (The Cotton Factory).

Free on-site parking for staff/clients.