Position: Term Economic and Tourism Development Officer

Location: Fort Smith Fire Hall

Status: Full-time Term until November 15, 2027

Closing Date: When Filled

The Town of Fort Smith is seeking a motivated, creative, and community-minded Economic and Tourism Development Officer to support the growth and promotion of Fort Smith as a destination to live, work, visit, and invest.

OUTLINE OF THE POSITION

Reporting to the Director of Community Services, the Economic and Tourism Development Officer will lead and support initiatives that strengthen the local economy, promote tourism, foster partnerships with local businesses and organizations, and showcase the many opportunities Fort Smith has to offer.

KEY RESPONSIBILITIES AND DUTIES

- Develop and implement economic development and tourism plans, strategies, projects, and events that promote Fort Smith and strengthen the local economy.
- Research economic and tourism opportunities and provide recommendations to support community growth.
- Identify funding opportunities and prepare proposals to support economic and tourism development initiatives.
- Work closely with local businesses, tourism operators, organizations, and community partners to identify opportunities, develop products and services, and promote the community.
- Lead and assist with special projects, events, marketing campaigns, workshops, conferences, and forums.
- Represent the Town of Fort Smith at regional, territorial, and national meetings, conferences, trade shows, and promotional events.
- Build and maintain strong relationships and networks with community, regional, territorial, government, business, and tourism partners.
- Collaborate with Northwest Territories Tourism and other organizations on tourism marketing and promotional initiatives.
- Manage and maintain economic development and tourism content on the Town's website and social media platforms.

- Coordinate the development and distribution of promotional materials, media kits, press releases, guides, newsletters, advertisements, photographs, and other digital and print content.
- Maintain databases and inventories related to local businesses, tourism operators, attractions, cultural assets, photographs, and other promotional resources.
- Support the operation of Visitor Information Services, including coordinating with stakeholder groups and overseeing the summer Visitor Information Centre staff.
- Assist with the development and implementation of communication plans related to economic and tourism development.

KNOWLEDGE, EDUCATION AND EXPERIENCE

- A post-secondary degree in Hospitality & Tourism Operations, Tourism Management, or a relevant diploma with a Tourism Development focus combined with two years of experience in tourism sector research, development, or promotion for a municipality or similar organization.
- Knowledge and experience with economic development research and writing.
- Experience conducting economic development and tourism planning and market analysis.
- Strong interpersonal, communication, organizational, and relationship-building skills.
- The ability to take initiative, work independently, and manage multiple projects and priorities.
- A minimum of one year of recent supervisory experience.
- Strong computer skills and experience with database management.
- The ability to represent the Town professionally and build positive relationships with businesses, organizations, government representatives, visitors, and community members.
- A criminal records check with vulnerable sector clearance prior to the hire date.

COMPENSATION AND BENEFITS

- Pay Level/Range: Level 20 ($80,282.03 - $92,585.55)
- Northern Allowance paid in addition to base salary.
- Comprehensive benefits including extended health, dental, vision, life insurance, and paid leave.
- Employee Assistance Program.

TO APPLY: Submit your resume and cover letter to **humanresources@fortsmith.ca**