



JOB TITLE: Tourism Marketing Assistant

ORGANIZATION: Oshawa Tourism

DATE OF POSTING: April 24, 2023

NUMBER OF POSITIONS AVAILABLE: 2

START DATE: Position 1 - May 8 (8 weeks), Position 2 – June 26 (8 weeks)

COMPENSATION: \$17.00/Hour

DESCRIPTION:

The Tourism Marketing Assistant will assist the Director in achieving strategic priorities pertaining to community outreach, communications, content development, and stakeholder relations. A significant focus will include content development for social media and the Oshawa Tourism blog. The incumbent must be willing to be featured on camera and social media stories/posts. The Tourism Marketing Assistant will also provide administrative support to departmental initiatives, participate in Oshawa Tourism and community events, and assist with stakeholder relations.

DUTIES WILL INCLUDE:

- Development of content for digital practices, including Tik Tok, Facebook, Instagram, the Oshawa Tourism blog, and the monthly business and tourism newsletters
- Assist with the concept development of new and innovative tourism trails, experiences, and events
- Design both digital and print marketing materials for Oshawa Tourism initiatives
- Assist with stakeholder relations through drop-ins at local establishments to share information about upcoming events and to develop social media/web stories
- Participation in community events
- Administrative duties as required

REQUIRED SKILLS:

- A passion for community engagement
- Knowledge of Oshawa Tourism assets
- Demonstrated written and oral communication skills
- Working knowledge of primary social media channels, including Facebook, Instagram, and TikTok

- A willingness to appear on camera
- General knowledge of the Microsoft Office suite
- Attention to detail
- Photography skills are considered an asset

Applications can be submitted to klicsi@oshawatourism.com. We thank all applicants; however, only those being considered will be contacted.

Oshawa Tourism is a division of the Greater Oshawa Chamber of Commerce. The Greater Oshawa Chamber of Commerce is an equal opportunity employer committed to an inclusive, barrier-free recruitment and selection process. If contacted for a placement opportunity and you require accommodation, or if this information is needed in an accessible format, please get in touch with us at klicsi@oshawatourism.com.

www.oshawatourism.com