



United Nations
Educational, Scientific and
Cultural Organization



GEORGIAN BAY
BIOSPHERE RESERVE

Position: Tourism Product Developer
Reports To: Executive Director
Location: Parry Sound, Ontario
Wage: \$28-30 per hour, commensurate with experience
Terms: 35 hours per week, flexible, for 15 months with possible contract extension.

The Georgian Bay Biosphere Reserve is a dynamic, community-based organization looking to fill the position of Tourism Product Developer. The candidate will have a proven track record of experiential, outdoor product development to attract tourism. They will demonstrate product, package and itinerary creation, and bring the necessary technical and creative skills to develop and expand market-ready products in shoulder seasons for the Biosphere region.

The successful candidate will provide leadership, working with an assistant and steering committee, while liaising with other project partners and contractors. They will work independently to deliver timely, quality products within a defined brand identity, and support sales and marketing objectives. They will manage two seasonal events per year, and track the economic impact of products and attractions.

Responsibilities

- Lead product development within a framework developed by partners;
- Coordinate and report to steering committee; oversee program assistant;
- Based on market research, enhance market-ready products and support emerging products;
- Liaise with consultants on brand identity, travel writing, direct marketing, booking/sales;
- Manage program budget, track economic impacts of products and events/attractions;
- Organize product development training opportunities, including FAM tours;
- Work with partners to plan and promote two shoulder season events per year;
- Other tasks as assigned.

Skills & Aptitudes

- A passion for sustainable community development & experiential tourism opportunities
- A minimum of 5 years work experience in the tourism industry
- Excellent written and verbal communication skills, including good presentation skills
- Ability to work in a fast-paced, team environment
- Excellent project management, prioritization and organizational skills
- Ability to multi-task effectively and deliver on time
- Well-developed decision making and problem solving skills, including conflict management
- Ability to work independently and have a flexible schedule
- Adept with mainstream software programs and information management
- Willingness to learn and train on specialized software (e.g. reservation/scheduling systems)
- Experience with website/social media management and communication support systems.

How to Apply

Please forward a cover letter and résumé to Rebecca Pollock (info@gbbr.ca) by 5PM on Monday, November 11, 2019. We thank all applicants for their interest in the position. Only those candidates selected for an interview will be contacted. Fednor proudly supports this opportunity.

