

	Municipality of the County of Annapolis JOB DESCRIPTION	Position Title: Tourism and Marketing Coordinator
	Union / Non-Union: NON-UNION	Classification Type: FULL-TIME
	Salary Classification: RANGE 4	Approval Date: OCT 21, 2025

General Job Responsibility

The Tourism Marketing and Communications Coordinator is responsible for promoting Annapolis County as a vibrant destination for residents and visitors by developing and executing tourism marketing strategies, enhancing visitor experiences, and supporting community-based tourism initiatives. This role will lead destination branding, coordinate with tourism operators, manage promotional campaigns, and support the development of tourism-related programs and events.

Accountability

This position reports directly to the Director of Community Development.

Specific Job Responsibilities

1. Develop and implement a comprehensive tourism marketing strategy aligned with municipal goals. The strategy would include the tourism promotion plan and strategies to elevate the profile of projects for the community service group, including recreation, active living, parks, trails, open spaces, marketing levy and inclusive initiatives.
2. Create and implement an annual marketing plan for Raven Haven Beachside Family Park.
3. Develop and produce high-quality brochures, publications, posters, ads, promotions, and marketing materials, both digital and print, that promote Annapolis County's natural assets and cultural heritage for the community development team. These materials will consider the importance of inclusion, diversity, equity, and accessibility principles targeted at residents, destination tourism markets, and attracting business to our county. Facilitate the development of video, B Roll and other mediums to promote the county to support destination tourism.
4. Organize and promote festivals, events, and tourism campaigns in collaboration with internal and external partners, development of the annual Annapolis County Events Guide, to promote the region's attractions in partnership with the community organizers and to evaluate, where possible, the economic benefits of those events.
5. Facilitate recreation and tourism opening ceremonies of new parks, park expansions, and their anniversaries. Coordinate strategic special events, familiarization tours, and trade shows that will showcase and promote our county as a destination.

6. Support community and business partners in the creation of educational and training workshops, symposiums, conferences, ie, ecotourism workshops on Agri-tourism, sport tourism, event management, etc
7. Coordinate with local tourism operators, accommodation, and community groups to support tourism product development.
8. Create ongoing partnerships with both the community, town, regional, provincial, federal and industry to assist with projects that will enhance destination marketing in the county and the region.
9. Collect and analyze visitor feedback and tourism data statistics. Research local, regional, provincial, and national trends &/ statistics to create effective strategies for tourism promotion and align funding opportunities for those projects and initiatives. Facilitate the development of ongoing market research and the development of destination marketing campaigns to highlight the county's assets and to attract visitors to our region.
10. Research federal, provincial, and regional grants that will align & assist with county-wide tourism projects.
11. Maintain an ongoing inventory of media contacts that include but are not limited to advertising rates/deadlines, including community list serves that exist throughout the region. Develop public announcements, media releases, website, and Facebook profiles, and other media in promotion of community development projects, and align with the county's communication plan.
12. Manage and update tourism and community development content on the municipal website and social media platforms.
13. Assist with the development of new tourism experiences such as geocaching, guided tours, and outdoor adventure programs.
14. Supports the Public Information Officer for Annapolis County Emergency Measures Organization duties.

Qualifications and Expectations

Candidates for this position must possess as a minimum, either an undergraduate degree in tourism, marketing, communications, or a similar educational program, or a combination of these educational requirements and lived experiences that meet requirements.

Additionally, the candidate must have a minimum of three (3) to five (5) years relevant experience working in the tourism development, destination marketing or community

engagement field, with preference given to those whose experience is directly or indirectly working with a government organization, or a combination of formal experience and lived experiences.

Due to the nature of this position, the employee must demonstrate a strong ability to analyze and research trends, along with strong grammar, written, and verbal communication skills. Candidates will have strong organizational skills and a proven track record in organizing events and managing projects independently and collaboratively within a team environment. A commitment to delivering high-quality customer service is essential, along with proven proficiency in the development of brochures and promotional materials, be fluent with Microsoft Office, social media, content and digital marketing platforms, graphic design or layout software, and comfortable working in a fast-paced work environment, often with short timelines. This position will occasionally require work outside of normal office hours, including evenings, weekends and holidays.