



TOURISM JASPER

Media Coordinator

Tourism Jasper is the Destination Marketing Organization for Jasper and Jasper National Park, charged with driving visitation to Jasper for the benefit of our Shareholders. Tourism Jasper is an award-winning innovative team of destination marketers, we strive to return value to our Shareholders and facilitate extraordinary experiences for visitors.

Position Summary

Reporting to the Director of Business Development, the Media Coordinator is responsible for administratively supporting the media portfolio. This includes planning media visits, coordinating itineraries and managing Tourism Jasper's client database.

The Coordinator will play a key role in driving Tourism Jasper's effectiveness as a team. As a relevant and practical resource for Tourism Jasper Shareholders to grow their business, a proactive and detailed oriented approach to business development is required to deliver on Tourism Jasper's strategic objectives.

KEY OBJECTIVES

- Execute seamless media visits
- Host clients and represent Tourism Jasper with the utmost professionalism
- Administratively support the team with the highest degree of organization

Media Visit Coordination and Hosting

- Coordinate and deliver detailed media itineraries for clients
- Manage multiple complex logistical projects simultaneously
- Liaise with industry stakeholders, Jasper businesses, and media
- Maintain positive and professional relationship with industry partners
- Detailed knowledge of Jasper and tourism businesses within the area
- Manage budgets for each visit
- Compile and deliver welcome package/materials
- Host clients and media at/during various Jasper attractions, tours and meals

Administration

- Coordinate visits using online itinerary software
- Update and manage Tourism Jasper's CRM
- Maintain positive and professional relationship with Tourism Jasper Shareholders and industry partners
- Manage visit budgeting using Excel and other Microsoft suite tools
- Other duties as required



IF YOU
ENCOUNTER
A MOUNTAIN
LION

1.

Don't run.

2.

Raise your
arms and make
yourself big.

3.

Show your teeth.

4.

Grab a stick and
fight the mountain
lion violently, striking
its nose and eyes.



Required Skill Set

- Strong communication skills
- Even stronger organizational and time management skills
- Keen attention to detail
- Works well under pressure and can manage competing priorities
- Get it done right approach
- Proven ability to prioritize and manage multiple accounts/projects, vendor relationships and deliver results
- Wants to learn but can also contribute new ideas
- Solution oriented
- Proven ability to prioritize and manage multiple accounts/projects, vendor relationships and deliver results

Qualifications

- Formal education in Business Management, Marketing, Tourism or related field
- 1-3 years' experience in a high-performance environment with demonstrated organizational experience
- Previous tourism industry experience is considered an asset
- Understanding of professional conduct and protocol
- Knowledgeable in hotel, experience and travel bookings processes
- Excellent relationship skills, highly collaborative, can build rapport and credibility quickly with all levels of the organization and diverse industry
- Comfortable with digital programs (Simpleview & Travify)

Other Information

- This position is based in Jasper, Alberta
- Hours of Work: 40 hours per week, with regular evening and weekend hours required
- Competitive salary available to qualified candidates
- This position offers an excellent benefits package
- Other benefits include corporate ski passes, professional development budget, quarterly team building activities all in a casual, dog friendly office environment

If you have the qualifications to succeed in this role, submit a cover letter and resume with the job title in the subject line of your email directly to James Jackson, President & CEO James@jaspercanadianrockies.com by Friday, January 31, 2020.

We wish to express our appreciation to all applicants for their interest and advise that only candidates selected for an interview will be contacted. Any personal information submitted will be managed with the strictest of confidentiality.