

TOURISM MARKETING OFFICER 1

GENERAL

This is a full working level and is assigned to positions which are responsible for the organization, delivery and follow-up on small projects and/or promotions. Incumbents assist Senior Marketing Officers with major projects and will research and update tourism information for printed materials. Work involves travel inside and outside of Manitoba and work outside of standard days and normal hours of work is a requirement of these positions.

TYPICAL DUTIES

Provides detailed information on all tourism marketing programs in the Province through direct mail or telephone inquiries.

Participates in marketing activities locally, nationally or internationally by assisting Senior Marketing Officers in co-ordinating a segment or portion of a promotion and by providing direct professional travel advice to potential visitors.

Researches and updates departmental tourism printed material for use by the public.

Escorts and liaises with clients in the planning and implementation of familiarization tours and site inspections.

Researches, analyzes and compiles travel/tourism statistics.

Performs other related duties as assigned.

QUALIFICATIONS

University degree or Post-Secondary Diploma in Travel Tourism or Marketing with a minimum of two years' experience in sales/marketing or public relations, or an equivalent combination of education and experience acceptable to the Civil Service Commission and the department concerned. Demonstrated organization and communication skills.

TOURISM MARKETING OFFICER 2

GENERAL

This is the senior level assigned to positions where the scope of actions is broad and where responsibility is assumed for major projects and for specific components of the section's overall marketing programs by developing plans, organizing and implementing projects, developing public relations strategies for promotions and acting as Consultants to the tourism industry. Formal presentations to groups is an ongoing requirement of positions at this level. Work involves travel inside and outside of Manitoba and work outside of standard days and normal hours of work is a requirement of these positions.

TYPICAL DUTIES

Initiate, organize, implement and participate in Travel Trade marketplaces and consumer promotions, meeting and convention marketplaces, media tours and industry familiarization trips.

Supervise professional and clerical staff while engaged in delivering major shows and promotions.

Initiate contact with industry organizations such as domestic and foreign travel wholesalers, travel agencies, auto clubs, service clubs, transportation companies and industry associations by providing information and sales promotion assistance. This includes planning and developing package and escorted tours, receptions, seminars, addressing groups and individuals, promoting tours and attractions to the public through the media.

Contact, organize and co-ordinate participation of Manitoba tourism suppliers in applicable travel trade and meeting and convention marketplaces.

In conjunction with in-province convention and meeting suppliers, encourage and develop incentive travel, sales meetings, group travel and convention business for Manitoba hospitality facilities through product assembly, direct sales activities and the organization of familiarization tours.

Develop opportunities to obtain publicity and promotion in other travel market areas.

Represent the branch and provide advice and guidance on Tourism Committees at meetings, conventions and seminars.

Respond to tourism enquiries which require research, evaluation and recommendations.

Performs other related duties as assigned.

QUALIFICATIONS

University degree with Marketing specialization or Post-secondary Diploma in Travel Tourism or Marketing with a minimum of two years' experience in tourism sales/marketing or public relations, plus previous experience as a Marketing Officer, or an equivalent combination of education and experience acceptable to the Civil Service Commission and the department concerned. Demonstrated communication and organizational skills and the ability to speak to public groups.

TOURISM MARKETING OFFICER 3

GENERAL

This level is assigned to a Section Manager who supervises Marketing Officers and is responsible for conceptualizing, developing, planning and implementing marketing programs and strategies designed to sell Manitoba as a desirable destination for individual and group leisure and business travel. The incumbent organizes and supervises section programs and marketing staff in delivering marketing programs for the branch. Incumbents will also be expected to perform the typical duties outlined in the Marketing Officer 2 level.

TYPICAL DUTIES

Conceptualize, plan and develop new and innovative marketing programs.

Plan, organize and participate in the delivery of programs to ensure branch objectives are met.

Prepare estimates and control budgets for section programs.

Conduct evaluation of ongoing programs with Marketing Officers.

Assist senior management in long-term strategic planning.

Supervise staff on a full-time basis by establishing work objectives and procedures, conducting performance appraisals and assigning projects.

Provide detailed marketing consultation assistance to tourism industry associations, private sector suppliers and relevant government agencies.

Performs other related duties as assigned.

QUALIFICATIONS

University Degree with Marketing specialization or Post-secondary Diploma in Travel Tourism or Marketing with a minimum of five years' experience as a Marketing Officer. Previous supervisory or management experience would be an asset, or the equivalent combination of education and experience acceptable to the Civil Service Commission and the department concerned. Demonstrated planning, organizational and communication skills and the ability to supervise and motivate staff.