

OUTDOOR RECREATION, TOURISM AND EVENTS MANAGER

(Full-time Exempt)

Job Description

Reporting to the Director of Corporate Affairs, this role provides strategic leadership in promoting the District and delivering high-quality municipal events. The Outdoor Recreation, Tourism and Events Manager is responsible for planning, organizing, and marketing community and special events that reflect the interests and needs of residents and visitors.

Key responsibilities include coordinating municipal events; developing and implementing digital and traditional marketing strategies; promoting outdoor recreation initiatives; managing media relations; overseeing facilities, equipment, and event logistics; and administering program budgets. The role also supports campground and visitor centre operations and collaborates with community groups to facilitate local programming.

The ideal candidate will demonstrate strong leadership, strategic vision, and exceptional communication skills. Experience in marketing, graphic design, financial management, and problem-solving is essential, along with a passion for community development and outdoor recreation.

Core Responsibilities:

- **Event Coordinator:** Organizing single large-scale community events or ongoing programs, from conception to evaluation.
- **Outdoor Recreation:** Work with community clubs and non-profit groups to help promote and facilitate outdoor recreation in Logan Lake.
- **Tourism & Marketing:** Developing recreation guides, flyers, and promotional materials to attract participants using online graphic design platforms.
- **Facility & Equipment Oversight:** Managing use, scheduling, and maintenance of spaces, equipment and supplies.
- **Visitor Centre/Campground Services:** May assist in greeting visitors, providing orientation, answering inquiries, and selling permits or merchandise.
- **Budgeting:** Managing finances for programs and events.
- **Community Liaison:** Networking with clubs and non-profits and staying informed on trends and current issues.
- **Other related duties as required.**

Event Coordinator: The position would be responsible for the planning and execution of large and small events within the community. Charged with creating experiences and bringing visions to life, the special event coordinator is adept at juggling multiple tasks. This position works with District staff, Committees of Council, external volunteers, community members, and stakeholders as appropriate.

Annual event coordination of the Civic Pride/Flag Raising Day; Citizen of the Year; Canada Day; National Day of Truth and Reconciliation; Remembrance Day; Skate with Santa; Polar Carnival and the Christmas Tree Light Up and other events as may be required.

Outdoor Recreation Coordinator: Plans, implements, monitors, and evaluates outdoor recreational programs that meet the needs of residents. Work with clubs, groups, and non-profit organizations for promotion and marketing of a seasonal recreation guide.

Visitor Centre/Campground Support Services: During high season this position assists in overseeing daily operations and seasonal staff at the campground, ensuring a safe and positive experience for guests. Key duties include managing reservations, enforcing policies and providing customer service on weekends and during the off-season.

Qualifications:

- Post-secondary diploma or degree preferred in a related field supplemented by a minimum of two years experience in event planning and/or recreation;
- Demonstrated connections/working relationships with local community, volunteers, not-for-profit and government groups;
- Experience in event planning and execution on both large and small scale events;
- Experience working in a local government environment preferred; ability to follow government process, protocol, and policy;
- Strong community engagement skills;
- Strong organizational skills;
- Strong media relations and social media skills and capacity to apply these towards event marketing campaigns;
- Ability to work both independently and collaboratively on projects;
- Excellent written and oral interpersonal communication, organizational, and creative thinking skills;
- Strong initiative and customer service orientation, with volunteer management skills preferred;
- Project management, prioritization, and problem-solving skills, with a high level of attention to detail;
- Demonstrated flexibility, sound judgment, and discretion;
- Ability to maintain confidentiality of information where required;
- Willingness and ability to learn and/or establish protocols where necessary;
- Experience and comfort in a liaison capacity;
- Ability to work with diverse individuals and groups;
- Ability to visualize, plan, and implement events from start to finish; and
- Proficiency in Microsoft Office Suite and graphic design.
- Ability to work non-normal hours, weekends, and holidays. This position requires you to work on holidays and weekends for special events and visitor centre/campground coverage.
- Valid BC Driver's License is required.