



## OUTDOOR RECREATION, TOURISM AND EVENTS MANAGER

(Full-time Exempt)

Job Posting

The District is seeking a motivated and experienced Outdoor Recreation, Tourism and Events Manager to join our team. We are looking for a dynamic leader with a bright, creative vision to elevate Logan Lake into a top outdoor destination in British Columbia.

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.**

### 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.

To view the full job description, please visit Career Opportunities on our website at [www.loganlake.ca](http://www.loganlake.ca).

The District offers an excellent benefit package and competitive salary based on experience and qualifications. The salary range for this position is \$60,000 to \$65,000 per year.

Interested applicants are invited to submit a letter of interest and detailed resume by **Tuesday, March 17, 2026**. While we thank all applicants in advance for their interest, only those considered for an interview will be contacted.

**Laurel Grimm, Director of Corporate Affairs**

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*The District of Logan Lake is committed to employment equity. We welcome diversity and encourage applications from all qualified individuals.*

Location: Logan Lake, BC  
 Date Posted: Tuesday, February 24, 2026  
 Posting Expires: Tuesday, March 17, 2026