



## Now Hiring a Coordinator

Destination Labrador is seeking an energetic and experienced individual interested in joining a dynamic and innovative partnership of Labrador tourism organizations to facilitate tourism destination and business development projects. As the **Coordinator**, you will work and travel within Labrador for Destination Labrador Inc (DL) an established Destination Management Organization in the province of Newfoundland and Labrador with a regional focus on tourism development.

DL is a private-sector led, partnership-based organization with a mandate to partner with tourism industry operators on marketing, product development and market readiness for Labrador tourism stakeholders.

**Start Date:** June 13, 2016. Duration: 4 months with potential of moving into a permanent position.

### The following is a summary of main duties:

- with the support of regional, provincial and federal partners, coordinate the delivery of Labrador's Destination Development Plan projects and partner initiatives. Tasks include: Facilitation of group planning, proposal development, work plans etc
- coordinate the development of new product development initiatives and destination development projects to strengthen tourism experience offers in Labrador. Tasks include: Project coordination, budget management, project administration etc
- assist DL Staff and partners in the delivery of annual travel trade and media familiarization trips to Labrador. Tasks include trip/itinerary planning, managing/communicating travel arrangements to suppliers and clients etc
- Assist with workshops and stakeholder meetings throughout Labrador. Tasks include managing online communications/social media, workshop registration and venue setup etc
- must hold a valid driver license and be willing to travel and work flexible hours

**Qualifications:** A qualified individual for this position would have completed post secondary education in such areas as Tourism and Hospitality Management and/or Business Administration with preferences given to those with previous job experience in working in these areas. A qualified individual should have extensive knowledge of Labrador, its people and its diverse cultures.

**Salary:** Salary is based on \$55,000 annually. Resume and Cover Letter should be received at:

**Destination Labrador Inc  
Coordinator Position**

P.O. Box 1239, Stn. C, Happy Valley – Goose Bay, NL, A0P 1C0  
Or by e-mail to: [info@destinationlabrador.com](mailto:info@destinationlabrador.com)  
No later than close of business on June 3, 2016