nohfc An Agency of the Government of Ontario

City of Elliot Lake

November 03, 2025

JOB POSTING NO. 25-24

CLASSIFICATION:	**TOURISM COORDINATOR INTERN**
DUTIES:	Reporting to the Manager of Economic Development, the Tourism Coordinator Intern provides administrative, and program supports to tourism and economic development initiatives undertaken by the department. The role focuses on the delivery of tourism marketing strategies, special event coordination, community and stakeholder engagement, and support in advancing the City's strategic goals related to tourism and economic growth.
QUALIFICATIONS:	**Education and Training:** • Post-secondary education in Tourism, Marketing, Business Administration, or a related field. A combination of education and relevant experience will also be considered. **Experience:** • 1-2 years of experience in tourism, marketing, or event coordination role is preferred. **Knowledge of:** • The City of Elliot Lake's tourism assets and local attractions. • Ontario's tourism sector, including current trends, issues and best practices. • The economic, cultural, and political landscape of Northern Ontario. • Marketing and promotional strategies within the tourism and municipal sectors.
RATE OF PAY	$27.13

.Please submit your applications to hr@city.elliotlake.on.ca

THE CORPORATION OF THE CITY OF ELLIOT LAKE

JOB DESCRIPTION

JOB TITLE: TOURISM COORDINATOR INTERN	**DEPARTMENT:** ECONOMIC DEVELOPMENT
DATE: June 2025	**SUPERVISOR:** MANAGER, ECONOMIC DEVELOPMENT
PRIMARY PURPOSE OF JOB:	Reporting to the Manager of Economic Development, the Tourism Coordinator Intern provides administrative, and program supports to tourism and economic development initiatives undertaken by the department. The role focuses on the delivery of tourism marketing strategies, special event coordination, community and stakeholder engagement, and support in advancing the City's strategic goals related to tourism and economic growth.

PROJECT MANAGEMENT / SPECIAL EVENTS

- Support the implementation of special projects and initiatives as assigned by the Manager of Economic Development.
- Assist in the planning and execution of all corporate events related to recreation and tourism from small to large scale events (i.e.. Trade Shows, Pop Ups, Drag Races, Street Dances, Winterfest, etc…)
- Coordinate logistics for events, including staffing, facilities, activities, services and contracted services as required for events.
- Maintain records and prepare reports on tourism related activities; collect data and analyze data to support event planning, programming and initiatives.
- Liaises with contractors, volunteers and community organizations to ensure project progress and budge compliance.

PROMOTION / MARKETING ACTIVITIES

- Research, collect and maintain relevant data to ensure accurate and timely responses to inquiries.
- Maintain and oversee the operations of the Exploreelliotlake.com rest area ensuring it serves as an effective tourism asset.
- Draft, edit and create tourism-related content on the municipal website and social media platforms.
- Collaborate with third-party vendors and contractors in the development of promotional and marketing materials for promotional purposes.
- Assist in the creation of marketing plans aimed to meet the City's tourism and economic development objectives.

ADMINISTRATION

- Research tourism best practices from other municipalities and report findings to senior management.
- Prepare correspondence to stakeholders, and suppliers to request input, provide updates or share information relevant to tourism projects.

STAKEHOLDER RELATIONS / COMMUNICATIONS

- Respond to tourism-related inquiries from the public, site selectors, entrepreneurs, developers and the potential investors regarding the business and tourism landscape in Elliot Lake.
- Provide support to local businesses by addressing tourism-related questions and assisting in tourism promotion efforts.
- Deliver presentations to committees community groups or stakeholders as directed by the Manager of Economic Development.
- Attend committee meetings to share municipal information and receive stakeholder feedback.
- Perform other duties as assigned.

QUALIFICATIONS

Education and Training:

- Post-secondary education in Tourism, Marketing, Business Administration, or a related field. A combination of education and relevant experience will also be considered.

Experience:

- 1-2 years of experience in tourism, marketing, or event coordination role is preferred.

Knowledge of:

- The City of Elliot Lake's tourism assets and local attractions.
- Ontario's tourism sector, including current trends, issues and best practices.
- The economic, cultural, and political landscape of Northern Ontario.
- Marketing and promotional strategies within the tourism and municipal sectors..

Skills and Abilities:

- Excellent verbal and written communication skills with the ability to engage with various audiences, including Council, private sector partners,, community groups and the public.
- Strong organizational skills and time management skills with the ability to prioritize multiple projects in a dynamic and fast paced environment.
- Proficient in social media management, content creation, and website updates.
- Demonstrated problem-solving and decision-making skills.
- Ability to work flexible hours including evenings and weekends as required by special events or project deadlines.

Personal Suitability:

- Enthusiastic, proactive, and able to work independently as well as collaboratively within a team environment.
- Demonstrated professionalism and discretion in dealing with confidential or sensitive matters
- High degree of initiative, creativity and attention to detail.
- Positive work ethic and commitment to the City's values and tourism goals.

This position is supported by the Northern Ontario Heritage Fund Corporation. To be eligible for this position the following criteria must be met:

- Are new entrants into the work force, are transitioning to a new career, or the unemployed or underemployed who are entering a new field;
- Have not previously participated in a NOHFC-funded internship;
- Are at least 18 years of age; and
- Reside, and be legally entitled to work, in Canada.