

Toronto's visitor economy is a vital and important sector of Toronto's overall economic engine, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Working closely with the private sector and various governments, Destination Toronto's mandate is to reflect the breadth and diversity of Toronto's people, places and culture to inspire residents and visitors to meet, visit and explore our city.

Destinationtoronto.com

JOB DESCRIPTION

POSITION TITLE: Community Engagement Manager
DEPARTMENT: Destination Development
REPORTS TO: Director, Community Engagement
UPDATED: March, 2022

ROLE SUMMARY

Destination Toronto is seeking a motivated, committed individual to join the Community Engagement team under Destination Development to support its Community Engagement Plan. Working under the general direction of the Director of Community Engagement and also directly with the Executive Vice President, Destination Development, and collaboratively throughout the organization, the incumbent manages and supports key initiatives that increase connectivity between Destination Toronto and businesses and organizations throughout our community. Specifically, this means working to deepen engagement with businesses already connected to the Visitor Economy, and also to establish and entrench connections with other business sectors and broader economic and community stakeholders. Key strategies include stewardship of Destination Toronto's Business Readiness products to industry stakeholders, and also initiatives that support broader economic development and advocacy.

CORE RESPONSIBILITIES

Business Readiness Content and Engagement

- Work in collaboration with the Director, Community Engagement and across business units to deliver a calendar of Business Readiness events - including a series of EDGE events as well as the annual Business Outlook Forum and AGM - for year-round strategic engagement. Includes identifying topics and managing outreach to speakers that serve the needs of the tourism partner community
- Manage the promotion and registration for events to maximize participation and value
- Curate and maintain content for industry stakeholder education and engagement initiatives across a variety of key channels including: Research and Insights Terminal, Terminal 2 Newsletter, Education Webinars, corporate social media, and the DT intranet
- Work closely with Senior Manager, Corporate and Internal Communications and other colleagues including Social Community Manager to oversee outreach to industry stakeholders across core DT channels to promote activities and opportunities, resulting in increased participation in Business Readiness products and tools
- Manage the tracking of the annual program budget and oversee vendor relations
- Manage the tracking and reporting of engagement metrics in order to successfully meet corporate goals

Connecting to the Broader Community

- Working closely with the EVPDD support execution of partner initiatives alongside the Toronto Region Board of Trade and Toronto Global as well as other economic and community development partners, including the City of Toronto
- Support development and execution of advocacy strategy
- Maintain and share current and accurate knowledge of key policies affecting the sector and open, consistent communication channels with key advocacy partner organizations
- Research and develop statements, fact sheets, letters and other tools used in advocacy efforts
- Support the development and manage execution of Destination Toronto's Corporate Social Responsibility program and deliver CSR initiatives that support community engagement goals.
- Collaborate with colleagues throughout the organization to capture the full scope of CSR-related activities into a cohesive strategy and story

Support Community Engagement

- Manage timing and content for ongoing stakeholder communications, in close collaboration with the Senior Manager, Internal and Corporate Communications, using Destination Toronto's marketing automation software Act-On
- Serve as one of the initial points of contacts for businesses and organizations seeking to engage more with Destination Toronto and the visitor economy
- Develop tools to support business engagement plans, including materials and presentations. This includes industry orientations, businesses opportunities with Destination Toronto and how to work with Destination Toronto's business units
- Execute and track letters of support requested by community organizations seeking industry backing as part of grant funding applications
- Collaborate in the maintenance of a comprehensive database of key tourism sector stakeholders

KNOWLEDGE, SKILLS AND COMPETENCIES

- Five years of related experience
- Strong understanding of the local and provincial business and government environment, and an ability to identify and connect issues important to the visitor economy with broader economic, political and community issues
- Experience in government and stakeholder relations
- An understanding of the tourism and meetings sector (including issues that impact the visitor economy including consumer travel, meetings, incentive and travel trade business) is an asset
- Excellent ability to communicate in writing with advanced editing skills
- Skilled internal / external collaborator and communicator with excellent interpersonal skills and ability to build and maintain strong relationships
- Strong project management skill including the ability to multitask, problem-solve, prioritize, and create systems and processes to execute and evaluate programs
- Strong presentation skills, and understanding of tools and techniques (e.g. slide presentations, multimedia tools etc.)
- Experience managing in-person and online events
- Demonstrated ability to work under pressure and meet tight deadlines
- A self-starter and team player, who enjoys collaboration
- Proficient in Google Workspace, project management software (Monday.com), virtual meeting software, CRM platform
- A passion for Toronto

EDUCATION

- Bachelor's Degree with an emphasis in business, marketing, project management or hospitality, and/ or an equivalent combination of education and experience.

Languages

- English essential

How to Apply

Please send resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of “Community Engagement Manager” in the subject line.

If you require a disability related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.