

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.

## **JOB DESCRIPTION**

**POSITION TITLE:** Community Engagement Manager  
**DEPARTMENT:** Destination Development  
**REPORTS TO:** Director, Community Engagement  
**UPDATED:** July, 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, Community Engagement and collaboratively throughout the organization, the incumbent manages and supports key initiatives that increase connectivity between Destination Toronto and organizations throughout our community. Specifically, this means working to deepen engagement with community organizations already connected to the Visitor Economy, and also to establish and entrench connections with new sectors and organizations. Central to this effort is the stewardship of Destination Toronto's community outreach products to stakeholders and targeted communities.

## **CORE RESPONSIBILITIES**

### **Business Readiness Content and Engagement**

- Work in collaboration with the Director, Community Engagement and across the organization to deliver a calendar of community focused events - including a series of EDGE events as well as playing a key role in 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 our community
- Manage the promotion and registration for events to maximize participation and value
- Curate and maintain content for community 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 Communications Manager and other colleagues including Social Content Specialist to oversee outreach to community stakeholders across core DT channels to promote activities and opportunities, resulting in increased participation in community engagement products and tools
- Manage the tracking of the Community Engagement annual program budget
- Manage the tracking and reporting of the Community Engagement departmental metrics in order to successfully meet departmental goals

### **Support Community Engagement**

- Facilitate the Corporate Social Responsibility program and deliver CSR initiatives that support community engagement goals. Principally responsible for reporting on all CSR programs and ensuring the CSR stories are integrated into key communications channels.
- Execute the Relax, Recharge, Renew (RRR) program, which provides parents of children with special needs a much-deserved break. Duties include overseeing budget coordination, ongoing liaison with participating partners and respite facilities, and supervising a roster of staff volunteers to help deliver on program goals.
- Manage timing and content for ongoing stakeholder communications, in close collaboration with the Senior Communications Manager using Destination Toronto's marketing automation software Act-On
- Support key sector initiatives focusing on Culinary and Things To Do, including ongoing outreach to key community sectors.
- Serve as one of the initial points of contacts for organizations seeking to engage more with Destination Toronto and the visitor economy
- Develop tools to support community engagement plans, including materials and presentations. This includes industry orientations, engagement opportunities with Destination Toronto and how to work with Destination Toronto
- 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
- Experience in stakeholder relations with a strong understanding of the local business environment
- 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 the ability to build and maintain strong relationships
- Strong project management skills 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 your resume and cover letter to [human-resource@destinationtoronto.com](mailto: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.