

Job Title:	Tourism Coordinator	Direct report	Director of Economic Development
Department/ Group:	Portage Regional Economic Development Inc.	Job Code/ Req#:	EDC0002
Location:	800 Saskatchewan Avenue W, R1N 0M8	Travel Required:	Minimal
Level/Salary Range:	\$45,500 - \$50,900	Position Type:	Full time – Permanent

Job Description

Employment Type: Full time – Permanent

Working Hours: 8:30 AM – 4:30 PM, Monday to Friday. This is an on-site, in-office position, with flexibility required for special events, including evenings and weekends.

Benefits: A comprehensive benefits package and pension plan are available after successfully completing the probationary period.

Role:

The Tourism Coordinator position is housed within the Portage Regional Tourism Committee (PRTC) portfolio, which is managed by Portage Regional Economic Development (PREDD), the organization responsible for delivering destination management services for the Region of Portage la Prairie.

Under the direction of the Director of Economic Development, the Tourism Coordinator is primarily responsible for coordinating all destination management activities in collaboration with the PRTC, supporting tourism development across the Region of Portage la Prairie.

The core focus of this role is to coordinate destination management initiatives, programs, and services on behalf of the PRTC, working closely with committee members, community partners, stakeholders, and regional tourism operators to ensure alignment, collaboration, and effective delivery of tourism priorities.

In addition to its primary tourism coordination responsibilities, this role includes providing minimal support to PREDD’s economic development activities through coordination of small marketing campaigns, website updates, event support, social media content, and basic communications and graphic design support for the PREDD team when needed.

Working in a fast-paced environment, the Tourism Coordinator contributes to the development of promotional materials, communications content, and campaign assets that support both destination management objectives and selected economic development initiatives.

Key Responsibilities:

- Consistently collaborate with regional tourism stakeholders to build partnerships and identify projects.
- Promote the Region of Portage la Prairie as a premier tourism destination.
- Coordinate and guide PRTC meetings to execute tourism projects and initiatives.
- Identify opportunities to promote the regional tourism brand, secure grants, sponsorships, and funding for tourism projects.
- Coordinate the Island on the Prairies (IOTP) merchandise program.
- Coordinate the collaborative development of content across quarterly newsletters, social media, website updates, and marketing campaigns for Discover Portage, incorporating team input, alignment, and approvals prior to publication or launch.
- Coordinate destination management efforts by focusing on supporting Indigenous Tourism, Sport Tourism, Agritourism, and Event Attraction.
- Report and measure website data and social media accounts for Invest in Portage and Discover Portage accounts.
- Maintain and optimize an up-to-date list of tourism assets, continuously identifying opportunities to enhance their capacity, resources, and effectiveness to support growth and engagement.
- Maintain focus and align projects for Sport Tourism, Experiential Tourism, Agritourism, and Indigenous Tourism.
- Gather content and data from the PRTC committee and tourism operators and support the tourism members in promoting their content.
- Maintain and update engagement records with tourism clients and businesses in Executive Pulse.
- Build a digital inventory for high-quality photography and video content of tourism assets, with editing capabilities for social media and website use.
- Implement tactical plans, maintain supporting data, and update the tourism strategic plan and Economic Impact Assessment to align with evolving goals and priorities.

Key Skills & Qualifications

Education:

- Post-secondary education in Tourism/Marketing/Communications/Economic Development/Tourism and Hospitality Management, or a related field (preferred)

Technical Skills:

- Strong graphic design skills with experience with tools such as Canva/Adobe Creative Cloud.
- Proficiency in social media, content creation, and photography/editing.
- Familiarity with social media platforms (X, Instagram, Facebook, LinkedIn, TikTok).
- Understanding of content management systems (e.g., WordPress) and CRM platforms.
- Proficient in Microsoft Office Suite (Outlook, Word, Excel, Teams, PowerPoint).

Communication & Interpersonal Skills:

- Uphold the highest standards of professionalism in all interactions, communications, and public-facing activities, ensuring the organization is consistently represented with credibility, integrity, and excellence.
- Strong interpersonal and communication skills to engage and support diverse clients.
- Ability to express ideas clearly and concisely with excellent storytelling abilities.
- Active listening skills and the ability to collaborate effectively with a team.
- Must be able to perform all duties with minimal supervision and exercise initiative.

Project Management & Organization:

- Excellent organizational and project management skills, with the ability to manage multiple priorities in a fast-paced environment.
- Demonstrated ability to multitask and meet deadlines in a high-pressure environment.
- Excellent time management skills and the ability to prioritize tasks effectively.

Experience & Flexibility:

- Minimum 2 years of experience in a similar role.
- Flexible schedule, with availability for weekend or evening events as needed.
- Possession of a valid Manitoba Class 5 driver's licence or equivalent and access to a reliable vehicle

Application Process:

Please submit applications, including a résumé, cover letter, and examples of your work, no later than May 19th, 2026, to:

Director of Economic Development, Portage Regional Economic Development Inc.

800 Saskatchewan Avenue West,

Portage la Prairie, MB R1N 0M8

PHONE: (204) 856-5000

e-mail: coleary@investinportage.ca

Website: www.investinportage.ca

We thank all applicants for their interest, however only the applicants being considered for an interview will be contacted.