



Hinton & District Chamber of Commerce Association
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www.hintonchamber.com

Contractor description for Destination Management Administrator – July 2022

Are you passionate about growing and expanding Hinton's Visitor Economy?
Seeking a Destination Marketing Administrator (DMA) for a 5-month contract with a potential to extend.
Enhance the existing level of service supporting tourism and the visitor economy.

Contractor will be responsible to bring forward and be efficient in the following:

- Enhance the existing level of services supporting tourism and the visitor economy
- Provide administrative support to the Tourism Relief Fund (TRF), Strategy and Marketing Plan
- Enhance and look for opportunities for Product Development
- Advance a Destination Management Organization (DMO)
- Work with local Hoteliers/Tours Operators with the goal to create/support a Destination Management Fund (DMF)
- Work towards making Hinton Conference ready with specific targets and measurables
Attracting conference in the 2023 year
- Grant writing and financial planning
- Provide administrative support to Explore Alberta Northern Rockies (EANR) tourism group
- Ideas to support the growth of the Visitor Economy
- Prepare presentation to Council and Chamber Board of Directors with updates and return on investment on project
- Creation of "Play and Stay" holidays to entice visitors to spend another day or two in Hinton and area
- Update Explore Hinton (WordPress) website with information relative to the project
- Social Media skill would be an asset

Contractor will be responsible to work independently with guidance from the Hinton & District Chamber of Commerce.

Provide all computers and equipment needed to carry out tasks

Contractor will be responsible for all traveling cost and Insurance needed

This is a 5-month contract with goals to be establish by end of March 2023

Contractor fee \$25,000

Marketing budget \$15,000

Deadline for applications: August 4th, 2022

Please submit to natalie.charlton@hintonchamber.com

Review committee will contact the successful bidder by August 12th, 2022