
Position: **Project Coordinator, Eastern HRM Tourism Readiness Pilot**

Status: Full-time, Term (September 15, 2025, to March 15, 2026)

Reports to: **Director, Trade & International Partnerships**

Updated: August, 2025

Position Overview:

The **Coordinator, Eastern HRM Tourism Readiness Pilot** supports a rural tourism initiative focused on strengthening community engagement, small business development, and strategic partnerships to grow tourism along the Eastern region of the Halifax Regional Municipality (HRM). Despite the region's natural beauty and cultural richness, the Eastern region currently only attracts approximately 2% of tourist traffic to HRM due to limited tourism experiences and infrastructure. This pilot project aims to unlock the area's tourism potential while supporting local economic development and job creation.

As the **Coordinator, Eastern HRM Tourism Readiness Pilot**, you will play a vital role in facilitating community participation, coordinating project activities, and ensuring a meaningful and impactful experience for community members, businesses, and partners. This is an exciting opportunity to contribute to a transformative rural development initiative and help position Eastern HRM as an emerging tourism destination.

About Halifax Partnership

The Partnership drives and accelerates economic growth by selling and marketing Halifax to the world to attract businesses and talent, helping businesses reach their full potential and tracking and reporting on Halifax's economic progress. Our network of influential and globally connected partners is committed to building an inclusive, thriving, prosperous Halifax for all. We strive to be a workplace that is rich in diversity where everyone feels a sense of belonging, can be their authentic self, and are safe, included, and respected.

Responsibilities:

Forum Coordination and Facilitation:

- Lead the implementation of the Eastern HRM Tourism Readiness Pilot, ensuring project goals, milestones, and timelines are met.
- Build and maintain strong relationships with small business owners, community members, local organizations, and government partners.
- Coordinate logistics for events, workshops, and stakeholder engagement sessions across the region.
- Support businesses in identifying tourism opportunities that align with their existing operations.
- Promote experiential tourism development, encouraging new or enhanced tourism offerings.
- Develop and manage project reports, evaluations, and documentation for funders and partners.
- Represent the program at community meetings, networking events, and local initiatives.
- Collaborate with Halifax Partnership teams to ensure alignment with broader economic development objectives.

Employer Outreach and Engagement:

- Identify and engage key employers and stakeholders to participate in the feedback channel forums.
- Develop and implement an outreach strategy to promote the forums and encourage employer involvement.
- Establish and maintain strong relationships with employers, industry associations, and relevant organizations to foster ongoing engagement and collaboration.

Knowledge Exchange and Innovation:

- Foster an environment of knowledge exchange and innovation during the feedback channel forums.
- Encourage participants to share best practices, success stories, challenges, and solutions related to tourism and business.
- Assist with the facilitation of informal idea generation sessions to encourage creative thinking and collaboration among the participants.
- Capture and document key insights, lessons learned, and innovative practices emerging from the forums.

Collaboration and Networking:

- Facilitate connections and opportunities for mutual support, partnership development, and shared learning.
- Identify potential areas for collaborative initiatives or projects that can further support tourism in Eastern HRM.
- Promote ongoing communication and networking opportunities beyond the forums, utilizing digital platforms and other relevant channels.

Other:

- Work cross functionally with other business units to accomplish organization's goals and objectives.
- Participate at public meetings as required.
- Maintain a high level of confidentiality.
- Provide excellent client service that meets the expectations and requirements of internal and external clients.
- Work independently, exercising good judgment, decision making and problem-solving skills throughout the completion of all job responsibilities.
- Promote Halifax Partnership's vision and values within the workplace, client base, and broader community.
- Other duties as assigned.

Qualifications:

Education

- Post-secondary education in business, tourism, marketing, public relations, or a related field – or equivalent experience.

Experience

- Proven experience in community or business development, preferably within not-for-profit or rural contexts.
- Demonstrated success in building and growing relationships with a diverse range of stakeholders.
- Knowledge of the local business landscape and an understanding of rural economic challenges and opportunities.
- Strong communication and presentation skills, both written and verbal.
- Excellent project management, organizational, and problem-solving skills.
- Strong research and analytical skills with the ability to synthesize complex information.
- Proficiency in MS Office (Word, Excel, Outlook, PowerPoint, Teams).

Skills

- Strong communication skills, both written and verbal, with a willingness to learn how to effectively engage with employers and stakeholders.
- Basic project management skills, including the ability to prioritize tasks and meet deadlines, with support from senior staff.
- Ability to learn and utilize digital tools, communication platforms, and data analysis software.
- Strong organizational skills and attention to detail.
- A proactive attitude and a willingness to take initiative.

Other qualifying factors

- Must have a cell phone which can be used for work.
- Must have a valid Driver's License, a reliable vehicle, and the ability to drive throughout HRM.
- Must be willing to work outside of normal business hours.
- Must be willing to work in a physical office setting, and remotely as required.

Deliverables

- Assist in coordinating and facilitating workshops.
- Assist in developing and delivering marketing materials aligned with project goals and direction.
- Assist in communicating with the Steering Committee and handling their requests.

To apply, please email your cover letter and resume to Imorley@halifaxpartnership.com by August 29, 2025.