

Waterloo Region is the best of all worlds. Located just one hour west of Toronto, it offers a unique blend of modern urban centres and scenic rural landscapes. Rich with history and culture, the Region is a desirable destination for newcomers, boasting prosperous economic activity, highly respected learning institutions, and leading edge, high-tech industries.

General Manager

• Waterloo Region Tourism Marketing Corporation

Your mandate as General Manager will be to enhance tourism in the Waterloo Region. Working with a strategic Board and in collaboration with tourism operators, you will develop and execute strategies to this end. Specifically, you will prepare and implement marketing and business plans and conduct research to gather statistics to support your strategies and measure performance. You will prepare annual budgets, sit on committees, develop a network of key partners, and prepare grant applications. An excellent communicator, you have a proven track record in tourism marketing and development and sales of cooperative marketing programs. Possessing networking contacts throughout the tourism industry, you will promote the growing significance of tourism and its economic impact on the Waterloo Region.

Interested candidates are invited to submit a detailed resume, by Friday, August 27th, to:

**Human Resources Division
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200 King Street West
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Waterloo Region
ExploreWaterlooRegion.com