

## Job Description – Workforce Development Advisor

The Workforce Development Advisor is responsible for supporting the **Northern Ontario Rural Tourism Initiative (Tourism SkillsNet North)** project through creating and maintaining working relationships with project partners. The position will be focused on outreach to and communication with registered employers, participants and outside organizations including Employment Service Providers (ESP's) and District Social Service Administration Boards (DSSAB's).

The Workforce Development Advisor will work closely with Destination Northern Ontario team members and partner organizations OTEC (Ontario Tourism Education Corporation) and NOTO (Nature and Outdoor Tourism Ontario) within the Tourism SkillsNet North program, which aims to identify, qualify and train 200 potential employees who have exited the workforce due to the pandemic or who are currently on some type of social assistance, and match them with identified available positions within Northern Ontario's tourism sector as tourism operators scale up for the year of the Ontario Staycation.

### Position Type

One Workforce Development Advisor position with an eight-month contract. An option to renew exists based on performance and budgetary considerations.

### About the Workplace

Destination Northern Ontario is one of 13 Regional Tourism Organizations funded by the Ministry of Tourism, Culture & Sport. Head office is located in Sault Ste. Marie with branch locations in Sudbury and Atikokan. Our organization is committed to employee diversification, work-life balance, and professional development.

All Destination Northern Ontario employees visiting or working at the office are required to have received the approved full series of vaccines recommended by Public Health Canada as a condition of employment.

## Responsibilities

Reporting to the Workforce Development Coordinator, this position will be responsible for the following functions:

### *Employer Service Provider Outreach*

- Create and maintain relationships with ESP's and DSSAB's across Northern Ontario
- Assist Destination Northern Ontario's Marketing team with targeted and sustained communications to ESP's and DSSAB's.
- Represent Tourism SkillsNet North/Destination Northern Ontario to ESP's and DSSAB's through:
  - Information sessions
  - Facilitated "Train the Trainer" sessions, laying out the benefits of, and addressing any questions regarding Tourism SkillsNet North.
- Encouraging referrals between Tourism SkillsNet North and ESP's/DSSAB's:
  - Referring Tourism SkillsNet North participants to ESPs for additional support and wraparound services
  - Encouraging referrals from ESP clients to Tourism SkillsNet North registrations (prior to January 2023).

### ***Employer Advising***

- Work one-on-one with employers to assess and identify recruitment, hiring and onboarding needs through individualized consultations.
- Upon assessment, curating resources and directing employers to relevant training and resources that will help them:
  - recruit employees
  - retain employees
  - become competitive in the job market.
- Emphasize and communicate the value of further HR Training including:
  - How to keep employees safe
  - Increasing minimum wage to be competitive
  - Focus on staff retention for seasonal industries
  - Business management and leadership.
- Facilitate relationships between, and refer employers to local ESP's and/or DSSAB's:
  - help employers understand what supports ESPs/DSSABs provide, and they could be implemented into their business.
- Conduct marketing and outreach activities to employers, community agencies and organizations.

### ***Participant Advising***

- Act as a liaison between Tourism SkillsNet North participants and other programs and supports, providing referrals to local ESP's.
- Outreach to previously registered participants.
- Collecting data on participant success and experience throughout the Tourism SkillsNet North program.
- Participant matching follow-up work including:
  - following up with those participants who were unsuccessful in gaining employment to identify potential training focuses.
- Working with training partners to maintain engagement through Tourism SkillsNet North training
  - Follow up communications when participants deviate from their training plans.

### **Required Qualifications**

- Work experience at the management level, including employee selection, onboarding, retention, and termination.
- Familiarity with or work experience in Tourism and/or Hospitality Industry (Northern Ontario preferred).
- Exceptional relationship-building skills to establish connections with employers and community partners.
- Excellent verbal and written English communication skills with the ability to communicate information verbally and in writing to engage employers remotely.
- Ability to maintain sensitive information, exhibit tact, diplomacy, and good judgment, with high standards of professionalism, ethics, and confidentiality.
- Commitment to promoting Diversity, Equity, and Inclusion as best practices in Northern Ontario's Tourism Industry.

- Legally entitled to work in Canada.

### **Qualification Assets**

- Previous experience working with employment programming, government-funded programs, and experience in case management is considered an asset.
- Experience working with adults who may have low literacy, low educational attainment, learning challenges, disabilities and other, complex barriers to employment would be an asset.
- Education and/or demonstrated experience in career development, human resources, marketing or business, or an equivalent combination of education and experience is asset.
- French language skills considered an asset.

### **Other Competencies and Skills**

- Results-driven in nature and possess a track record of meeting or exceeding targets.
- Outstanding organizational skills, time management, and ability to multi-task to meet deadlines and achieve program targets and objectives.
- A professional and courteous approach to client service with a high-level of respect for the diversity of the people served, including clients who face barriers to employment.
- Exceptional customer service skills and ability to uphold the organization's service standards, policies, and core values.
- Must also possess aptitude and willingness to learn and work with new online systems and technologies.
- Willingness to take initiative to lend assistance where needed to ensure that the team is successful in meeting project goals.
- Proficiency in:
  - Microsoft Office Suite (Word, PowerPoint, Excel),
  - Zoom,
  - Outlook 365 applications including Teams and Sharepoint.
- Punctual, self-motivated, and self-directed.
- Flexible approach to work to ensure that all requirements and goals of the program are met, including willingness to occasionally work outside of normal business hours during peak periods, when required.

### **Remuneration**

This is a salaried position, with a salary range of \$48,000 to \$52,000 per annum.

Range of salary commensurate with qualifications, experience, and performance.

To apply please send your resume to [info@destinationnorthernontario.ca](mailto:info@destinationnorthernontario.ca) by Friday, July 15<sup>th</sup>, 2022, at 4:00 pm EST