municipality of cumberland

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Job Posting

Tourism Ambassador Term
(June – August 31, 2026)

The Tourism Ambassador supports tourism promotion initiatives throughout the Cumberland Region, including visitor engagement, event support, social media content creation, and tourism-related administrative work.

This role also supports on-site visitation at various locations around Cumberland County.

This position works 35 hours per week during the summer operating season and will include a combination of office, event, and visitor-facing work, including some evenings and weekends.

See below for detailed position description and salary.

Deadline for resumes is Friday, June 19, 2026, at 1:00 pm.

Please forward your cover letter and resume to:

Municipality of the County of Cumberland
Kellie Seaman, Human Resources Generalist

kseaman@cumberlandcounty.ns.ca

Clearly mark your resume "Tourism Ambassador Term"

Department of Development and Planning

Job Title
Tourism Ambassador Term

About the Role
The Tourism Ambassador supports tourism promotion initiatives throughout the Cumberland Region, including visitor engagement, event support, social media content creation, and tourism-related administrative work.

This role also supports on-site visitation at various locations around Cumberland County.

This position works 35 hours per week during the summer operating season (mid-June to end of August) and will include a combination of office, event, and visitor-facing work, including evenings and weekends as required.

This position reports to the Economic Development Officer.

Responsibilities and Duties
1. Visitor Services & Tourism Promotion

- Represent the Municipality of Cumberland at various locations, including community events, festivals, tourism sites, and tourism-related activities.
- Welcome visitors and promote the Cumberland region by providing information about local attractions, events, accommodations, dining, and experiences.
- Track visitor interactions, visitor origin/destination information, and common tourism inquiries.
- Travel throughout the Municipality to distribute promotional materials and support tourism initiatives at attractions, events, and other tourism-related locations.

2. Tourism Marketing & Content Development

- Capture photos and short-form video content at tourism sites, events, and community activities.
- Draft and schedule tourism-related social media content.
- Support promotion of ExploreCumberland.ca and related tourism initiatives.
- Assist with organizing and cataloguing tourism photography and digital assets.
- Gather information to support tourism blogs, maps, printed materials, and promotional campaigns.

3. Tourism Administration & Event Support

- Assist with maintaining tourism event and attraction listings and schedules.
- Help coordinate promotional materials and event-related tourism information.
- Support event setup and promotional activities as required.
- Assist with maintaining tourism contact lists and tracking promotional activities.
- Provide general administrative support related to tourism initiatives and programs.

Qualifications & Skills

- High school or post-secondary student, retiree, or individual with an interest in tourism, communications, marketing, events or community engagement.
- Strong communication and interpersonal skills.
- Comfortable engaging with the public in a professional and welcoming manner.
- Experience with social media platforms and basic content creation considered an asset.
- Strong organizational and time management skills.
- Ability to work independently and as part of a team.
- Knowledge of Cumberland Region attractions, events, and tourism experiences considered an asset.
- Valid driver's license and access to reliable transportation considered an asset.
- Proficiency in Microsoft Office Suite.

Salary, Benefits, and Conditions of Employment

The Municipality has an approved hourly rate for this position.

$17.75/hour
This position does not qualify for overtime pay.

Work is performed in a combination of office, event, and visitor-facing environments throughout the Municipality and at the Amherst Visitor Information Centre.

Flexible hours are required, including evenings and weekends, to support tourism events and operational needs.

The Municipality's Personnel Policy should be referred to for additional information regarding conditions of employment, it can be found here:

https://www.cumberlandcounty.ns.ca/government/policies/2645-personnel-policy-handbook-october-2024-1/file.html