



275 Steamship Bay Rd
Gravenhurst, Ontario

www.realmuskoka.com

Events, Programs & Tourism Manager

Position Title: Events, Programs & Tourism Manager

Reports To: General Manager, Muskoka Discovery Centre (MDC)

Works Closely With: President, Muskoka Steamships & Discovery Centre (MSDC)

Status: Full-time

Location: Muskoka Steamships & Discovery Centre, Gravenhurst, Ontario

Position Summary

The Events, Programs & Tourism Manager is a key leadership role responsible for developing, managing, and delivering high-quality events, educational programs, and tourism initiatives that enrich the visitor experience at the Muskoka Discovery Centre (MDC). **This role directly supports the MDC General Manager and works collaboratively with the MSDC President to deliver strategic goals related to attendance growth, community engagement, revenue generation, and regional tourism impact.**

The Manager is responsible for creating vibrant, mission-aligned programming; strengthening tourism and education partnerships; and ensuring exceptional visitor experiences across all public offerings. A strong emphasis is placed on measurable growth in year one—visitation, group bookings, event profitability, and partnership development—supported by a structured bonus and merit framework to reward early and sustained success.

Key Responsibilities

Programming & Events Leadership

- Solicit, plan, coordinate, and execute high-quality special events, public programs, and tourism initiatives aligned with MDC's mission and business plan.
- Ensure programming aligns with exhibitions and core themes for a consistent, engaging, and educational visitor experience.
- In coordination with the Membership Coordinator lead, train, and support volunteers. Contract staff involved in event and program delivery
- Monitor and assess program and event performance, visitor satisfaction, and operational outcomes, using data to inform improvements.
- Contribute to the development of a 3-year program and events plan reviewed annually for relevance and vibrancy.

Tourism & Education Engagement

- Build and maintain strong relationships with school boards, teachers, community groups, tour operators, and regional partners.
- Increase educational visits, group bookings, and tour traffic through proactive outreach and responsive service.
- Support the President and General Manager in advancing tourism partnerships and packages that enhance regional visibility and attendance.

Marketing & Audience Development - In Collaboration with Marketing Department

- Develop and execute marketing and promotional strategies for events, programs, and tourism initiatives.
- Content creation for social media, newsletters, website updates, and event promotions in alignment with MSDC marketing plans.
- Optimize ticketing, visitor flow, and audience engagement.

Financial & Operational Management

- Prepare and manage event and program budgets, ensuring timely reporting and fiscal responsibility.
- Support retail, fundraising, and sponsorship initiatives connected to programming and events.
- Provide clear documentation, training, and support materials to ensure consistent public engagement across staff and volunteers.

Other Duties

- Perform additional responsibilities as assigned to support MDC and MSDC operations.

Qualifications

- Diploma or degree in event management, tourism, marketing, or a related field.
- Proven experience in planning and executing events, programs, or tourism initiatives, preferably in cultural, museum, or tourism sectors.
- Strong communication, relationship-building, and project management skills.
- Ability to work evenings, weekends, and holidays as needed.
- Creative and enthusiastic about developing engaging visitor experiences.
- Experience with Adobe Creative Suite, Canva, or similar tools is an asset.
- Bilingual ability (English/French or other languages) is an asset.
- Familiarity with Eventbrite, Mailchimp, Hootsuite, and related tools is an asset.

How to Apply:

Please submit your résumé and cover letter to **mdc@realmuskoka.com** with the subject line “**Events, Programs & Tourism Manager Application – Your Name.**” Applications are due by **January 2, 2026 at 4pm.**