

Tourism

NIAGARA · ON · THE · LAKE

Tourism Niagara-on-the-Lake (NOTL) is recruiting one seat for the organization's Board of Directors to represent the Arts, Culture, and Heritage Sector.

About the Organization

Tourism (NOTL) is the official Destination Marketing Organization (DMO) for Niagara-on-the-Lake. The organization is responsible for promoting the town as a premier year-round leisure destination, supporting local tourism-related businesses, and driving sustainable economic impact through strategic marketing, partnerships, and visitor services initiatives. Working collaboratively with industry stakeholders, Tourism NOTL develops and implements marketing campaigns, media relations, travel trade engagement, and destination development strategies designed to enhance the visitor experience and strengthen Niagara-on-the-Lake's position in domestic and international markets.

About the Role

The Board of Directors of Tourism NOTL acts as the organization's highest level of decision-making and holds the ultimate authority over the legal entity of the organization and its well-being. Directors are appointed to the board and provide oversight and strategic advice to the management of the corporation.

Directors must have the required skills, knowledge, experience, capabilities, and behavioral competencies to enable Tourism NOTL to meet its objectives. The Board of Directors consists of individuals representing the town's tourism sectors, acting together, in the best interest of the organization, to set its vision and oversee its governance, performance, and fiduciary responsibilities. The Board of Directors sets long-term strategic direction and policy for the organization.

Ideal Candidate

We are looking for a senior-level representative from the Arts, Culture, and Heritage Sector located in Niagara-on-the-Lake. Along with strong community ties, the candidate should have familiarity, sectoral experience, and working knowledge of all the tourism products offered in NOTL.

In this recruitment process, the Board will prioritize candidates who bring specific skills and expertise that align with the organization's strategic needs. Individuals with professional experience in finance, risk management, research and data analysis, and/or technology will be considered strong assets and will have a distinct advantage in the selection process.

Application Process

If you are ready to make a difference and leave a lasting legacy, please send your resume and cover letter to careers@niagaraonthelake.com no later than **Friday, March 27th at 4:00 pm**