



The Hills of Headwaters Tourism Association and Dufferin.Biz
Research Assistant
Job Description

The Hills of Headwaters Tourism Association (HHTA) and Dufferin.Biz have identified the need to collect data to support its ongoing programs, specifically related to agriculture with a focus on local food and equine. Agriculture has been identified as a major economic driver within the Headwaters region and the data collected by the research assistant will provide critical information that will support program development, event delivery and future projects. Working groups have been formed to support equine and local food and these groups have identified the need for robust data to support the goals of each group. The research assistant will primarily support the collection and analysis of data.

The successful candidate will have a diverse set of responsibilities covering many aspects of the mission of HHTA and Dufferin.Biz as they relate to data collection and research. Principal duties include primary research on the Headwaters area equine sector, research on local food assets that relate to distribution of local food and culinary tourism. In addition research and review of existing data on these efforts across the province and Canada and how these sectors can promote tourism and economic development.

Task Description

- Revise existing directories (equine, food-related business) for Headwaters area
- Prepare an asset inventory for the food related work in the Headwaters region
- Prepare an asset inventory for the equine related work in the Headwaters region
- Develop methodologies to collect primary data through surveys, online research or interviews as appropriate
- Ensure data collection is accurate and recorded in a timely fashion
- Work with HHTA and Dufferin.Biz staff to develop a needs assessment
- Work with select industry professionals on in depth data collection to gauge potential for product development
- Investigate and potentially develop online resources such as maps or mobile apps
- Perform background research on similar activities in other communities in order to collect best practices
- Assist HHTA and Dufferin.biz on other projects as required



Qualifications

- Enrolment in a recognized university or community college, preferably at the Masters level
- Excellent research skills, knowledge of existing data sources and familiarity with data software such as MS Excel and MS Access
- Demonstrated leadership skills
- Detailed knowledge of economic development
- Excellent written and verbal communications skills with a demonstrated ability to deal professionally with clients, other agencies and the public
- Hours will be irregular and require some evenings and weekends, with an expectation of a 35hr work week on average

We thank all applicants; however, only those selected for an interview will be contacted.

Please forward a resume and any supporting documents to hr@thehillsofheadwaters.com by April 25, 2013 at 4:00pm.