

## **Position Title: Communications Specialist and Policy Advisor**

**Organization:** Kingston Accommodation Partners (KAP)

**Reports To:** Executive Director

**Location:** Kingston, Ontario

**Type:** 18-month contract with potential to renew

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### **About Kingston Accommodation Partners**

Kingston Accommodation Partners (KAP) is the leading voice of advocacy for Kingston's tourism and accommodation sector. We collaborate with our partners and tourism stakeholders to attract and welcome visitors, with a focus on driving overnight stays that strengthen our local economy. Our work champions Kingston as a vibrant destination for travellers and a thriving community for residents.

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### **Position Overview**

The **Communications Specialist and Policy Advisor** plays a key role in shaping and delivering KAP's voice across multiple platforms and audiences. This role combines strategic communications, government relations, and advocacy writing with public engagement and digital storytelling.

The Specialist will lead communications that strengthen KAP's advocacy efforts, support tourism policy priorities, and enhance resident and stakeholder sentiment toward Kingston's visitor economy. The role includes writing impactful briefs, letters, and advocacy materials, managing KAP's social and digital presence, and coordinating communications campaigns that build awareness and inspire action.

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### **Key Responsibilities**

#### **Strategic Communications & Content Development**

- Develop and implement a comprehensive communications strategy aligned with KAP's mission and advocacy goals.
- Draft compelling written materials, including letters to government, advocacy briefs, cases for support, newsletters, media releases, and stakeholder updates.
- Create clear, persuasive messaging that conveys the economic and community value of Kingston's tourism sector.

- Support the Executive Director and Board in preparing communications for key issues, events, and public presentations.
- Collaborate with the Executive Director to support KAP's advocacy priorities and campaigns.

### **Digital Strategy & Public Engagement**

- Manage KAP's social media channels and digital presence to ensure consistent, strategic messaging.
- Plan and execute a fulsome campaign focused on resident sentiment and community connection to the visitor economy.
- Support the Community Advisory Committee
- Monitor social and traditional media to identify opportunities and emerging issues.
- Develop engaging content that highlights the stories, partnerships, and impact of Kingston's tourism sector.

### **Funding & business development**

- Identify and pursue funding opportunities to support operations and special projects, including grants and sponsorships.
- Research and develop compelling grant applications and proposals to support KAP initiatives
- Provide copy-editing and fact-checking support for presentations, proposals, and related documents.
- Prepare reports and other documents for funders and supporters, including data analysis and synthesis.

### **Stakeholder & media relations**

- Prepare reports, plans, presentations, speeches, news releases, and other documents in support of stakeholder and media relations.

### **Collaboration & Partnerships**

- Work closely with tourism partners, members, and stakeholders to align messaging and coordinate joint communications initiatives.
  - Support the planning of events, campaigns, and media opportunities that advance KAP's advocacy and awareness efforts.
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## Qualifications

- Post-secondary degree in communications, public relations, political science, public policy, or a related field.
  - 3–5 years of experience in strategic communications, public affairs, or government relations, ideally in tourism, nonprofit, or the public sector.
  - Proven ability to write clear, persuasive communications tailored to different audiences (government, members, media, public).
  - Strong understanding of government processes, policy development, and advocacy best practices.
  - Experience managing social media channels and digital campaigns with measurable impact.
  - Excellent project management, research, and relationship-building skills.
  - Creative, adaptable, and comfortable working in a fast-paced, collaborative environment.
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## Why Join Us

This is a unique opportunity to help shape the narrative around Kingston's tourism economy and to play a vital role in strengthening the relationship between our city's residents, visitors, and accommodation sector. You'll join a small, passionate team that values collaboration, innovation, and impact.

**To apply, please email a copy of your resume and cover letter to [krista@visitkingston.ca](mailto:krista@visitkingston.ca) by December 8, 2025.**

## Land Acknowledgement

Welcome/Boozhoo /Tekwanonwera:tons to Kingston/Ka'taroh:kwi/Ken'tarókwen/Cataracoui Kingston remains on the ancestral homelands of the Huron-Wendat, Anishinaabe, and Haudenosaunee Confederacy. Kingston Accommodation Partners acknowledges the everlasting presence of these Nations and other First Nations, Métis, and Inuit who share this landscape today. We are grateful to reside in and remain visitors to this territory, while acknowledging our responsibility to honour the land, water, and skies with gentle respect and purifying preservation.

## Diversity, Equity & Inclusion Statement

Kingston Accommodation Partners aims to provide a supportive, inclusive, and positive work environment for its valued team. This is achieved through a variety of benefits and supports that balance work life with quality of life. Kingston Accommodation Partners is Rainbow Registered, a national accreditation for LGBTQI+ friendly businesses and organizations. When

you see a Rainbow Registered symbol, you know the business or organization meets a stringent set of standards to ensure LGBTQI+ customers feel safe, welcomed, and accepted.