

## Job Posting

**Job Title:** Vancouver, Coast & Mountains Regional Indigenous Specialist

**Reports To:** ITBC Chief Partnership and Governance Officer as the direct employer and the Destination BC Manager of the Vancouver, Coast & Mountains region

**Posting Date:** August 19, 2020

**Closing Date:** September 21, 2020

### Overall Purpose and Objectives

Indigenous Tourism BC (ITBC) in partnership with the Vancouver, Coast & Mountains region and Destination British Columbia (DBC) is looking for a highly motivated individual to join our team. The Regional Tourism Specialist is responsible for the effective and professional development and delivery of activities as outlined in the annual ITBC tactical action plan and guided by Destination BC operational plans. The specialist collaborates with the local and regional tourism partners to grow and enhance experience development and destination development through programs, services and projects in the Vancouver, Coast & Mountains region.

### Key Functions and Responsibilities

1. Represent ITBC and the Vancouver, Coast & Mountains region as the Indigenous Tourism Specialist
2. Work towards the continued development and strengthening of key relationships and businesses to grow and enhance Indigenous tourism in BC and the overall tourism industry.
3. Promote awareness and connectivity to **tourism partners and Indigenous communities**, policy makers, and organizations to understand destination development and the value of Indigenous cultural tourism and subsequently create new market demand for Indigenous tourism experiences.
4. Represent ITBC for Destination Development in the Vancouver, Coast & Mountains region; participate and advise on Destination Development committees in the region and the Metro Vancouver task force.
5. Collaborate with the various tourism industry partners in the Vancouver, Coast & Mountains region

6. Update and advise the ITBC team of activities in region, and as directed, make recommendations for improving process and strategy planning for the ITBC Annual plans and the ITBC Alignment strategy ensuring alignment with national, provincial, and regional strategic plans and guided by Destination BC Operational plans.
7. Implement priority projects as outlined in the Vancouver, Coast & Mountains Regional Destination Development Strategy.
8. Identify and Assist ITBC and the Vancouver, Coast & Mountains region in the acquisition of Indigenous tourism content for marketing, communications, and social media activities.
9. Support the development of "Statement of Cooperation" agreements as a first step in building prosperous and respectful relationships that supports the development of Indigenous authentic experiences and products.
10. Assist the Vancouver, Coast & Mountains region Indigenous partners to become market-ready through accessing various Training and Product Development programs.
11. Create opportunities to build relationships and partnerships with existing market-ready and export-ready Indigenous businesses within the Vancouver, Coast & Mountains region and ITBC teams to develop and grow the region.
12. Following protocol, strengthening relationships and partnerships with Indigenous communities, and businesses in the region, representing ITBC and VCM at community meetings and events with Indigenous leadership, community members, and businesses.
13. Participate as a Program Advisor in the Tourism Resiliency and Recovery Initiative and other projects as assigned.

## **Relationships & Supervision**

- Represents the standards and work ethic established by ITBC as the employer and communicates directly with immediate supervisors for direction, methodology, and reporting as part of a team.

## **Key Performance Indicators**

- Adheres to professional standards established by ITBC and successfully meets targets and deadlines
- Timely and professional communications with employees of ITBC and the Vancouver, Coast & Mountains region team members
- Accurate time management tracking and reporting
- Flexibility with work tasks

## Job Requirements

We prefer the candidate have experience with Indigenous communities in the Vancouver, Coast & Mountains region.

- In depth knowledge and experience with Indigenous protocols and cultural practices
- Knowledge of the Vancouver, Coast & Mountains region and its tourism experiences is an asset
- Previous experience with Indigenous community engagement is an asset
- Ability to manage partnerships and collaboration with industry
- Strong communication skills
- Strong leadership and relationship management abilities
- Experience and willingness to learn video/photography as a tool for communication and marketing and telling digital stories
- Technical skills – strong computer skills and CRM abilities.
- Proficient in using the Google and Microsoft Office Suite Products
- Highly organized and motivated
- Will require travel and potentially working evening and weekends as needed

Interested Candidates need to apply by submitting a cover letter and resume that outlines your experience including experience with Indigenous engagement and include two references. The cover letter, resume and references need to be sent to [Paula@IndigenousBC.com](mailto:Paula@IndigenousBC.com) by the closing date of **Monday September 21, 2020** by 5pm pst.

**We thank all those who apply with a resume and cover letter, however only those we wish to interview will be contacted. Thank you for your interest.**