



Job Posting – Join the Indigenous Tourism BC Team

ITBC is hiring a Vancouver Island, regional Indigenous tourism specialist

Job Title: Regional Indigenous Tourism Specialist

Reports To: Capacity Building and Pathfinding Manager
ITBC Chief Marketing and Development Officer

Salary: To be Determined based on experience

Terms: Full-time; one-year employment.

Location: Indigenous Tourism BC Office / Work Remote in Region

ITBC is hiring regional Tourism Specialists:
for the:

- Vancouver Island- 4VI Region – 2 positions

Posting Date: March 1, 2023

Closing Date: April 7, 2023

Overall Purpose and Objectives:

Indigenous Tourism BC (ITBC) is looking for highly motivated individuals to join our team. The Regional Indigenous Tourism Specialists are responsible for the effective pathfinding, development and delivery of activities as outlined in the annual ITBC Action Plan and Capacity Building and Resilience Project. The specialists will support implementation of the ITBC capacity building project.

The specialist collaborates and works with Indigenous entrepreneurs and communities and supports local and regional tourism partners to grow and enhance Indigenous tourism through:

- Support of pathfinding, experience development for Indigenous entrepreneurs and communities, and
- Destination development and management through regional programs, services and projects.

Key Functions and Responsibilities

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Indigenous Community Pathfinding and Entrepreneur Support

1. Assist in implementation of the capacity building and resilience project and assist in completing tasks and goals as outlined in the project work plan.
2. Represent ITBC as the Regional Indigenous Tourism Specialist.
3. Work towards the continued development and strengthening of key relationships to grow and enhance Indigenous tourism in the region you represent.
4. Provide pathfinding and liaise with Indigenous communities, Indigenous tourism businesses and tourism partners, policy makers, and organizations.
5. Promote the value of Indigenous tourism and subsequently create new market demand for Indigenous tourism experiences.
6. Collaborate with various tourism industry partners in your region.
7. Update and advise the ITBC team of activities in the region, and as directed, make recommendations for improving process and strategy planning for ITBC Annual plans and the ITBC Alignment Strategy ensuring alignment with national, provincial, and regional strategic plans and guided by Destination BC Operational plans.
8. Identify and assist ITBC and your region in the enablement of Indigenous tourism content for marketing, communications, and social media activities.
9. Assist your regional Indigenous tourism businesses and communities to become market-ready and/or export-ready through accessing training and product development programs.
10. Create opportunities to build relationships and partnerships with existing market-ready and export-ready Indigenous tourism businesses within the region and ITBC teams to develop and grow Indigenous tourism businesses in your region.
11. Following protocol, strengthening relationships and partnerships with Indigenous communities, and Indigenous tourism businesses in the region, representing ITBC and your region at community meetings and events with Indigenous leadership, community members, and Indigenous tourism businesses.

Destination Development Support

12. Represent ITBC for destination development and management in your region; participate and advise on Destination Management Councils in the region.
13. Implement priority projects as outlined in the Regional Destination Development Strategies and subsequent planning area destination development strategies in the region you represent.

Relationships & Supervision

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- Report to Capacity Building and Pathfinding Management
- 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 Expectations of the role

- Adheres to professional standards established by ITBC and successfully meets targets and deadlines.
- Timely and professional communications with employees of
- Accurate time management tracking and reporting.
- Ideally, you are located in region but is not mandatory.

Job Requirements

- Preference will be given to the candidate's that have engagement and economic development experience with Indigenous communities
- In depth knowledge and experience of indigenous protocols and cultural practices
- Post-secondary education in economic development or business administration and 3 years minimum experience in an economic development field or tourism related field or an equivalent combination of education and experience.
- Ability to manage and grow relationships and partnerships and collaborate with the tourism industry.
- Strong communication, presentation, and reporting skills.
- Proficient in using Google, Customer Relationship Management systems and Microsoft Office Suite Products.
- Highly organized and motivated.
- Will require travel and potentially work evening and weekends as needed.
- Preference will be given to Indigenous applicants, but we encourage all to apply.
- ITBC is an equal opportunity employer which values diversity in the workplace and welcomes applications from all qualified applicants. We endeavor to support the success of Indigenous communities and businesses across British Columbia, and we recognize that Indigenous people especially have a unique understanding of the depth and richness of the cultures and traditions of the original stewards of this land. As such, Indigenous people are strongly encouraged to apply.

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The health and well-being of the House of Tyee, Clan Houses, family, and friends is our priority. Due to the COVID-19 pandemic, we are taking the precaution of working remotely and completing our work through the use of virtual meeting tools. However, the House of Tyee and Leadership Team will determine how family will return to the office setting as soon as it is safe to do so.

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 by the closing date of March 17, 2023 by 5pm PST.

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