

Job Posting – Join the Indigenous Tourism BC Team

Job Title: Vancouver, Coast & Mountains Regional Indigenous Tourism Specialist
Reports To: ITBC Chief Marketing and Development Officer as the direct employer and the team at the Vancouver, Coast & Mountains region
Salary: To be Determined based on experience
Terms: Full time; one-year employment.
Location: Indigenous Tourism BC Office

Posting Date: March 14th, 2023

Closing Date: April 7th, 2023

Overall Purpose and Objectives:

Indigenous Tourism BC (ITBC) in partnership with the Vancouver, Coast & Mountains Region (VCM), managed by Destination British Columbia (DBC) is looking for a highly motivated individual to join our team. The Regional Indigenous Tourism Specialist is responsible for the effective and professional development and delivery of activities as outlined in the annual ITBC Action Plan and guided by the VCM operational plan.

The specialist collaborates and works with local First Nation communities and local and regional tourism partners to grow and enhance Indigenous tourism, experience development, and destination development and management 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 to grow and enhance Indigenous tourism in the VCM region.
3. Provide information and liaise with Indigenous communities, Indigenous tourism businesses and tourism partners, policy makers, and organizations to understand destination development and destination management.
4. Promote the value of Indigenous tourism and subsequently create new market demand for Indigenous tourism experiences.
5. Represent ITBC for destination development and management in the Vancouver, Coast & Mountains region; participate and advise on Destination Management Councils in the region.
6. Collaborate with various tourism industry partners in the Vancouver, Coast & Mountains region.

Indigenous Tourism BC | Suite 707-100 Park Royal, West Vancouver BC V7T 1A2

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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. Implement priority projects as outlined in the Vancouver, Coast & Mountains Regional Destination Development Strategy and subsequent planning area destination development strategies in the Vancouver, Coast & Mountains region.
9. Identify and assist ITBC and the Vancouver, Coast & Mountains region in the enablement of Indigenous tourism content for marketing, communications, and social media activities.
10. Support the development and enablement of agreements as a step-in building prosperous and respectful community to community relationships that support the development of Indigenous tourism.
11. Assist the Vancouver, Coast & Mountains region Indigenous tourism businesses to become market-ready and/or export-ready through accessing training and product development programs.
12. Create opportunities to build relationships and partnerships with existing market-ready and export-ready Indigenous tourism businesses within the Vancouver, Coast & Mountains region and ITBC teams to develop and grow Indigenous tourism businesses in the region.
13. Following protocol, strengthening relationships and partnerships with Indigenous communities, and Indigenous tourism businesses in the region, representing ITBC and VCM at community meetings and events with Indigenous leadership, community members, and Indigenous tourism businesses.

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 Expectations of the role

- 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.

Job Requirements

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

- In depth knowledge and experience of indigenous protocols and cultural practices as an Indigenous person is preferred.
- 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.
- Knowledge of the Vancouver, Coast & Mountains region and its tourism experiences is an asset.
- Previous experience with Indigenous community and First Nations engagement is an asset.
- 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 working evening and weekends as needed.

COVID 19

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 April 7, 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.