



Industry Development Coordinator

Closing Date: September 29, 2017

Job Location: Northeastern BC

Terms: Full Time

Job Description

Northern BC Tourism Association (NBCTA) is seeking a talented individual to join our team to develop and grow the tourism industry in northeastern British Columbia. Are you passionate about northern BC? Interested in contributing to the development of the tourism industry and building a diversified economy? Would you like to work for a forward thinking innovative organization?

Have a read – this might be the position you have been looking for.

Responsibilities

- Relationship building to support the implementation of the Northeast Destination Development Plan
- Generating awareness and participation in NBCTA and Destination BC programs
- Working with a variety of industry stakeholders like Destination BC, northern BC municipalities and DMOs, First Nation communities and Aboriginal partners, tourism operators, and other levels of government
- As a part of the NBCTA team, manage the delivery of Destination BC's Remarkable Experiences program that guides businesses to improve visitor experience and become sophisticated digital marketers, making them experts in experience design, social media and digital marketing to elevate their value proposition and deliver remarkable guest experiences, garnering recommendations, referrals and repeat visits
- Serve as a community liaison, managing the outreach to stakeholders in northeastern BC, strengthening and building new relationships with tourism operators, businesses and potential funding partners

Qualifications

- The right candidate for this position is passionate about northern BC, adventurous, well-travelled, and spends time actively exploring our region
- This position will work remotely with the rest of the NBCTA team based in Prince George; therefore, applicants should reside within northeastern BC, ranging from Mackenzie north to Fort Nelson

- Travel to other regional communities will be required
- Post-secondary education in marketing, business administration or a related field is required, along with proven career experience and success
- Strong communication skills and the ability to build quality relationships are essential in this position

Applications

Send your resume and cover letter to hilary@nbctourism.com by **September 29, 2017**. Only applicants considered for interviews will be contacted.

Northern BC Tourism Association is a Regional Destination Marketing Organization that works to promote and develop the tourism industry in northern BC through the delivery of cooperative marketing campaigns, media relations activities, and community development programs. Stakeholders include communities, businesses, and operators involved in tourism within northern BC, a vast area that spans Highway 16 west from Tete Jaune Cache to Haida Gwaii, and then north to the Yukon/Northwest Territories border. This is one of the six geographical tourism regions within BC as defined by Destination British Columbia, the industry-led Crown corporation. www.travelnbc.com