

Regional Aboriginal Tourism Specialist

Closing Date: September 29, 2017 Close of Business

Job Location: Northern BC

Terms: Full time: Present to March 31, 2019

Job Description

Aboriginal Tourism BC is seeking a talented individual to join our team to develop and grow Aboriginal tourism in the Northern Region of British Columbia!

The successful applicant will work with teams at Aboriginal Tourism BC (AtBC) and the Northern BC Tourism Association (NBCTA) to engage aboriginal partners in the Destination British Columbia Destination Development Planning Process and further develop opportunities related to aboriginal tourism in northern BC.

Come prepared to learn, experience, and grow with us!

Primary Function

This position will focus on developing networks and relationships with aboriginal communities in the northern British Columbia region. As a representative of Aboriginal Tourism BC and Northern BC Tourism, connecting aboriginal communities and partners to programming and opportunities in the tourism industry will be paramount. A primary component of the position will focus on engagement in Destination Development Planning with Aboriginal partners and raising the profile of both AtBC and NBCTA activities throughout the region. This important community outreach role will also include gathering unique Aboriginal cultural content for experience development and marketing initiatives.

Job Duties

- Build relationships with First Nation communities and entrepreneurs, individuals, businesses and partners with the goal to inform, engage and support participation in Destination BC's Destination Development Planning process
- In collaboration with AtBC/NBCTA management teams, assist Aboriginal tourism partners in connecting to appropriate AtBC and NBCTA program
- Gather and allocate information about existing and potential aboriginal tourism experiences in the region
- Make strategic recommendations and implement supports through AtBC experience development programs to meet market-ready standards and increase regional tourism growth
- Identify opportunities related to Aboriginal tourism in Northern British Columbia including partnerships, marketing, training & capacity, experience development
- Acquire unique Aboriginal stories and content to support experience development and for specific marketing and social media activities

- Seek and act on opportunities for innovation and continuous improvement
- Establish and maintain a network of contacts across the region
- Maintain and manage budget within area of responsibility
- Contribute to monthly, quarterly and annual reporting

Qualifications

- Post Secondary education preferred
- Thorough understanding of BC's tourism industry; 5+ years professional experience in business, tourism and strategy development an asset
- Demonstrated working knowledge of First Nations communities with a keen desire to develop economic opportunities for Aboriginal tourism businesses
- Excellent verbal and written communication skills including writing, public speaking and presentation
- Strong facilitation skills
- Excellent analytic and problem solving skills
- Ability to create and maintain effective and credible relationships with First Nations leadership, tourism industry leaders and entrepreneurs
- Project management expertise with skills in planning, organizing and managing resources to meet a goal
- Ability to contribute as a member of a professional team as well as the ability to work independently
- Strong skills in time management, organization and prioritization as well as experience taking initiative
- Demonstrated discretion and the ability to work with sensitive information.
- Proficiency in Microsoft Office
- BC Drivers License required
- Ability to travel extensively within the Northern BC region and to the Lower Mainland as required

Applications

To apply for this job, please send your resume and cover letter **by September 29, 2017 (Close of Business)** to Linda@AboriginalBC.com.

If you have any questions please contact:

Linda Calla, AtBC Corporate Services & Regional Projects, Coordinator
604 921-1070 ext. 224
Linda@AboriginalBC.com

We look forward to hearing from you!