



Job Title: Tourism Development Specialist

Salary Range: \$65,000 - \$70,000 annual

Job Location: Hybrid / Remote position within Northern BC

Company Overview:

Northern BC Tourism Association is a non-profit organization governed by a board of directors elected by industry representatives. Our team is a diverse group of professionals with extensive experience in tourism development, united by a shared passion for exploring and showcasing northern BC. As an economic development agency focused on fostering a thriving tourism sector across the Northern BC region, we are dedicated to building a robust and sustainable visitor economy that drives growth and benefits communities while safeguarding our natural and cultural resources through responsible and sustainable practices.

We are currently seeking a motivated and skilled Tourism Development Specialist to join our dynamic team and play a pivotal role in advancing our regional economic development goals. This position is centred on destination development and sustainability initiatives, with a focus on driving regional economic growth through tourism. The role includes championing destination development and the Invest in Iconics strategy by fostering strong, respectful relationships with community leaders, Community Destination Marketing Organizations (CDMOs), economic development organizations, Indigenous communities, and regional tourism businesses. This is an exciting opportunity to contribute to the long-term economic vitality of Northern BC through community and economic development initiatives that support the visitor economy and the development of our communities in tandem.

Position Overview:

The Tourism Development Specialist will support the tourism industry and support the responsible growth of the tourism economy by furthering the destination development strategies initiatives. They will be responsible for ensuring all destination development work aligns with and delivers on national, provincial, regional and local tourism and economic development strategies for the benefit of responsibly advancing our visitor **economy** at the regional level.

The successful candidate will be a strategic thinker with strong, proven project management skills and the ability to collaborate effectively with cross-functional teams.

Key Responsibilities:

Destination Development

- Work in partnership with Destination BC to support the implementation of joint programs, including destination development action planning, stakeholder engagement, project management and related communications
- Maintain a current database of priority destination development projects
- Develop and lead presentations on destination development initiatives within the organization
- Lead the regional Destination Development Advisory Committee meetings
- Become very familiar with the Northern BC Destination Development Strategies and work to implement them
- Identify and support the application for grant funding opportunities to support projects
- Organizations (EDO), businesses, etc.

Project Management and Strategy:

- Develop comprehensive project plans, including timelines, budgets, and resource requirements
- Work closely with cross-functional teams to define project goals, objectives, and success criteria
- Oversee project budgets, ensuring financial objectives are met and appropriate reporting is done
- Monitor and report on financial performance, identifying areas for optimization

Stakeholder Collaboration and Communications:

- Collaborate with internal teams, external stakeholders, communities, community DMOs, Indigenous communities, and vendors to ensure seamless project execution.
- Foster strong relationships with tourism industry stakeholders, including municipal governments, community DMOs, regional districts, tourism operators and businesses
- Develop communications materials to share destination development work with stakeholders. This could include LinkedIn posts, monthly newsletters, press releases
- Support the DD team in building lasting and meaningful reconciliation with Indigenous Peoples in collaboration and partnership with Indigenous Tourism BC

Sustainability & Accessibility:

- Collaborate with and support Destination BC's province-wide initiatives around measuring and reducing the carbon footprint of the tourism industry

- Work to evolve NBCTA and Destination BC sustainability programs, including but not limited to:
 - Biosphere Designation
 - Others as required
- Work with members of the NBCTA team to advance and implement the Northern BC Tourism Accessibility Strategy

Other:

- Participate in, and occasionally lead, meetings internally and externally
- Use Canva to create presentations and communications graphics for the promotion of all destination development and sustainability programs
- Support the delivery of all destination development funding as well as internal reporting requirements
- Update CRM software with relevant stakeholder information on an as-needed basis
- Develop a work plan and coordinate the tactical implementation of the work plan alongside other members of the NBCTA team
- Contribute as a member of the NBCTA team such that you may be asked to apply your skills to other projects and areas of work

Desired Skills, Qualities & Experience:

- Post-secondary education in a relevant field such as Tourism Management, Marketing, Business Administration, sustainability or a similar combination of education and work experience
- A minimum of 2-3 years in a role that requires organization, administration and project management skills relating to tourism management and sustainability
- Ability to manage an up-to-date budget
- Excellent verbal and written communication skills
- Excellent people skills, with a noted ability to build relationships that are respectful and highly collaborative
- An outgoing personality that thrives in meeting new people (sales skills because that is what's required to meet, greet, and win friends)
- An ability to juggle multiple and competing priorities with a high degree of organizational skill
- A preference for working in a collaborative team environment
- Ability to work with a great deal of flexibility and self-management
- A high degree of sensitivity in dealing with the public, staff, board and stakeholders
- Able to travel and work flexible hours as required
- A valid driver's license

Terms:

- Reporting directly to the Chief Executive Officer, however working closely and collaboratively with the Destination Development Manager, Tourism Development Coordinator and Business Resiliency Specialist
- The position is based on 37.5 hours per week
- The core work schedule is from 8:30am - 4:30pm, Monday - Friday, with the ability to manage own schedule while still ensuring availability for meetings during core working hours
- A three-month probationary period for new employees is required and will be reviewed by both the employee and the Chief Executive Officer at the completion of three months
- Annual performance reviews and compensation are conducted prior to the end of each fiscal year
- Entitlement to a benefits package and the RRSP program will begin at the satisfactory conclusion of the three-month probation period
- The BC Employment Standards Branch sets all other terms of reference unless otherwise specified
- The successful applicant will have a reliable internet connection that supports working remotely from home

Working Conditions

- Work from home option is currently in place
- The NBCTA office is located in Prince George
- NBCTA is committed to the development of a diverse workforce. All qualified applicants will receive consideration without regard to sex, gender identity, gender expression, sexual orientation, race, ethnic origin, religion, nationality, disability, age or other characteristics protected by applicable law. We encourage interest in particular from Indigenous peoples, peoples with disabilities, ethnic minorities, visible minorities and all qualified individuals who share our belief in a workplace of diversity

How to Apply:

To apply, please submit your resume and cover letter answering the question:

“What is your understanding of Destination Development in British Columbia and how would you strategically move our Destination Development work forward at Northern BC Tourism Association?”

Submit the complete application package to jennifer@nbctourism.com.

Applications will be reviewed as we receive them. We look forward to receiving your application.

Applications will be accepted until the position is filled.