



Consultant Position Description

TITLE: Inclusivity Consultant	REPORTS TO: Sustainability & Policy Manager
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DEPARTMENT: Destination Management CLASSIFICATION: Part-Time Independent Contractor (5-15 hours per week) [Remote]

Minorities, individuals with disabilities, and veterans are strongly encouraged to apply.

Visit Durango is the official destination management and marketing organization of Durango and La Plata County. Our mission is to promote the Durango brand, create demand in visitation and increase overnight stays in Durango and La Plata County, support a positive visitor experience, and drive economic impact for the benefit of visitors, residents, and local stakeholders. We value building a community and destination that is inclusive, accessible, and welcoming to all.

GENERAL PURPOSE:

Visit Durango is committed to equity, inclusion, and accountability. The Inclusivity Consultant will be a key part of the Visit Durango quality assurance process focusing on our marketing, communications, and community outreach, ensuring all our touchpoints are inclusive and sensitive to our residents and potential visitors of Durango.

Scope of Work:

- Reviews all marketing materials, written communications, and other materials to ensure Visit Durango's DEI standards are adhered to.
- Attend Durango's Board meetings, committees, and working groups, as needed, to provide constructive feedback on ways to improve inclusivity in projects and programs discussed at meetings.
- Provide guidance on a DEI policy, statements, and other organizational communications.
- Stays up-to-date on terminology and trends of DEI and educates Visit Durango staff, Board members, and committee members on an ongoing basis.
- Collaborates with leadership and HR to ensure Visit Durango's DEI standards are adhered to in hiring, human resources, and personnel.
- Assists leadership and Board of Directors on public statements and crisis communications, if needed.
- May be asked to provide education and training to frontline hospitality staff, stakeholders, and community members.

- Provide input on potential inclusivity certifications (examples: Autism-Certified, CBTU, etc.).

Preferred Qualifications:

- 3+ years in a paid or volunteer position related to diversity, equity, and inclusion
- Expertise and a passion for diversity, equity and inclusion
- Excellent communication skills (written, verbal, and presentation) and political savvy
- Leadership skills -- outspoken, collaborative, positive, and honest
- Ability to respond promptly and reasonably when making decisions, effective at problem-solving
- Experience in activism related to diversity, equity, justice, and inclusion is a plus
- Ability to offer translation of statements into non-English languages is a plus

To be considered, send an email statement of interest with your hourly rate and resume to: weylin@durango.org by April 11, 2022

Visit Durango is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status or status as a U.S. Veteran.