

VISITOR EXPERIENCE SPECIALIST

join the team!

we are

Tourism Kamloops is situated on the traditional lands of the Tk'emlúps te Secwépemc within Secwepemcúl'ecw, the traditional and unceded territory of the Secwépemc People. We acknowledge and give honour to the lands that we live, work, play, and welcome visitors to.

Tourism Kamloops is a destination marketing and management organization mandated to market and promote Kamloops' tourism industry and support tourism experience development to drive visitation, elevate resident sentiment, and create economic benefit through the growth of the visitor economy.

you are

You are passionate about Kamloops and sharing opportunities for remarkable experiences with visitors and locals.

You will use your skills and expertise to create, support and execute framework for the visitor experience alongside Tourism Kamloops' marketing strategies and guidelines.

our values

Be real. Be bold. Be you.
Act inclusively, live
diversely.

Our community is our
soul. Create greatness
together. Be the voice for
this valley. If you are loud
enough, it will echo.

Live with intention.
Fiercely protect the
spaces we live and play
in.

the position

- Coordinate all operations for the BOLD Street Team and visitor engagement including hiring, training, scheduling and supporting.
- Respond to community and visitor inquiries in a timely manner
- Organize seasonal familiarization tours for tourism industry
- Responsible for onboarding, training, scheduling and overseeing the BOLD street team
- Support maintenance of the Tourism Kamloops branded vehicle
- Maintain and enhance the Tourism Kamloops visitor engagement ambassador program
- Develop and execute social media campaigns to amplify the online visitor experience
- Assist in executing visitor experience marketing strategies
- Ensure stakeholders are current with Tourism Kamloops promotional materials
- Update Simpleview CRM accounts and listings
- Support Bold Street Team with surveys, visitor outreach, and events within the community
- Prepare and submit reports required for visitor servicing
- Curate weekly visitor services e-newsletters providing itinerary inspiration and education for stakeholders
- Engage with tourism stakeholders through in person, email, telephone correspondence
- Contribute content, including writing for social media, email newsletters, website, blog, and other marketing materials as required or requested
- Develop and lead an online destination ambassador academy for partners.
- Support grant funding applications such as the Canada Summer Jobs grant.
- Support team members with administrative duties as required

experience & requirements

- A University Degree in business, tourism, communications, marketing, or related field.
- A minimum of three (3) years recent, related experience.
- Experience in leading a small team
- An equivalent combination of education and/or experience may be considered.
- Class 5 driver's license and access to a vehicle required.

specifics

- Salary range is \$45,000 - \$55,000 annually
- Benefits available after 3-month probationary period
- This posting will remain open until the position has been filled



sound like you?

Submit your resume and cover letter to lisawhite@tourismkamloops.com

We thank all applicants for their interest; however, only those selected for an interview will be contacted. Tourism Kamloops is an equal opportunity employer. Our team and our visitors come from all walks of life and so do you. We believe that diversity and unity amongst our teams leads to remarkable visitor experiences.