

## **Job Posting**

### **Indigenous Tourism Specialist**

- *Are you passionate about creating economic and social opportunities for Indigenous communities through tourism?*
- *Are you motivated to contribute to making a positive difference towards the stewardship of land, living culture and knowledge of Indigenous heritage?*
- *If you answered yes, we invite you to join the Indigenous Tourism BC Team in partnership with Destination Vancouver!*

#### **POSITION PURPOSE**

Indigenous Tourism BC (ITBC), in partnership with Destination Vancouver, is looking for a motivated individual to join our team.

Reporting to the Indigenous Tourism BC Chief Officers as the direct employer and working with the Destination Vancouver team. The ***Indigenous Tourism Specialist*** collaborates with the Musqueam, Squamish & Tsleil-Waututh Nations, local Indigenous tourism business operators and local tourism partners, to build relationships and grow Indigenous cultural experiences. This position supports developing destination stewardship programs and services that advance Indigenous capacity and global perception of the destination.

The position is collocated between the Indigenous Tourism BC office at 707 – 100 Park Royal South, West Vancouver and the Destination Vancouver office at 210-200 Burrard Street, Vancouver.

#### **ACCOUNTABILITIES**

- Build positive relationships, respecting protocol for ITBC and Destination Vancouver in the Indigenous communities.
- Present opportunities and recommendations that can improve and enhance alignment between ITBC and Destination Vancouver and strengthen relationships with Indigenous stakeholders.
- Identify opportunities and collaborate on initiatives that deliver on organizational commitment to environmental, cultural, and social responsibility.
- Adhere to professional standards established by ITBC to meet targets and deadlines and ensure timely communications.

## **RESPONSIBILITIES**

The ***Indigenous Tourism Specialist*** is responsible for the development and delivery of activities that support ITBC and Destination Vancouver's annual business strategies and action plans in the following areas:

### Reciprocal Relationship Development

- Establish and develop relationships and partnerships with Indigenous leaders and businesses within the Musqueam, Squamish and Tsleil-Waututh territories.
- Support the development of agreements to build prosperous and respectful relationships between organizations in the territories.

### Product and Experience Development

- Support development and demand for Indigenous tourism businesses by enhancing awareness of the value of Indigenous cultural tourism.
- Foster relationships that enable connectivity between Indigenous communities, policymakers, and organizations.
- Help Indigenous businesses advance through the phases of market readiness.
- Support Destination Vancouver and its members in integrating Indigenous businesses, services, and content as part of their commitment to reconciliation.

### Education and Training

- Assist Indigenous partners and stakeholders in advancing market readiness through various training and development programs.
- Support the development of Indigenous learning and innovation programs for new Indigenous product development.
- Support and guidance of Destination Vancouver's organizational commitment to reconciliation and team member education.

### Marketing and Content

- Support identification and procurement of Indigenous tourism content & creators for all external marketing and communication.
- Cultivate ongoing relationships that will support the evolution of the destination brand and strengthen Indigenous identity, culture, and values.

## **QUALIFICATIONS**

The successful candidate will have experience working with Indigenous communities in Metro Vancouver and foster the following:

- In-depth knowledge and experience with Indigenous protocols and cultural practices.
- Demonstrated cultural competency and awareness.
- Ability to collaborate & work independently as situations require.
- Knowledge of Vancouver and Metro Vancouver and its tourism experiences is an asset.
- Ability to manage partnerships and collaboration with industry.
- Strong communication skills.
- Strong leadership and relationship management abilities.
- Technical skills – strong computer skills and CRM abilities.
- Proficient in using Google and Microsoft Office Suite Products.
- Highly organized and motivated.
- Ability to travel and work evenings and weekends as needed.

## **WHAT DO WE OFFER**

Base Salary Range: \$65 – \$70K

We also have extended health and wellness benefits as well as training and development opportunities.

## **HOW TO CONNECT**

Interested candidates are invited to apply by submitting a cover letter and resume to [chatman@indigenoustbc.com](mailto:chatman@indigenoustbc.com) by April 30th 2024.

Thank you for your interest in a career with ITBC - only qualified candidates will be contacted.



## **About Us**

**Indigenous Tourism BC (ITBC)** is regarded as a world leader in the development and promotion of authentic Indigenous cultural tourism products and experiences and is actively collaborating with the province in becoming a leading global destination for Indigenous tourism.

We are a non-profit, Stakeholder-based organization committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry. Through training, information resources, networking opportunities, experience development and marketing programs, ITBC is a resource for Indigenous entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business.

ITBC works closely with tourism, business, education, and government organizations to help Indigenous tourism businesses in BC offer quality experiences and actively promote these experiences to visitors and residents.

**Destination Vancouver** is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must-visit global destination.

Our purpose is to transform our communities and our visitors through the power of travel. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple-bottom-line approach, which equally emphasizes people, the planet, and prosperity. As a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination, and building a competitive global destination brand.

Indigenous Tourism BC | Suite 707-100 Park Royal, West Vancouver BC V7T 1A2

[IndigenousBC.com/corporate](https://IndigenousBC.com/corporate) | [IndigenousBC.com](https://IndigenousBC.com)

@ITBC\_Corporate Indigenous Tourism BC (ITBC)

#IndigenousBC