

Job Posting: Tourism Development Specialist

Company: Tourism Ucluelet, powered by 4VI

Location: Ucluelet, British Columbia (Home-based role in Ucluelet with some local and regional travel required), traditional territory of Yuułu?it?ath First Nation.

Tourism Ucluelet Overview: Tourism Ucluelet is a dynamic destination stewardship organization focused on leading a sustainable and regenerative tourism industry that contributes to the community and cherishes the natural environment.

Role Overview: As the Tourism Development Specialist, you will play a pivotal role in supporting the sustainable growth of tourism in the Ucluelet area. Reporting to 4VI and working closely with the Tourism Ucluelet Board of Directors, you will collaborate with stakeholders, First Nations and partners to develop and implement effective programs that align with the community's tourism priorities.

What 4VI Offers You!

- Ability to work flexible hours
- Remote home-based work in Ucluelet
- Access to professional development for continued learning and education
- Mentoring and coaching
- A collaborative and supportive team environment
- Highly competitive total compensation package
- Extended health, wellness, medical and dental benefits

Key Responsibilities:

Tourism Ucluelet

- Oversee 4VI's services with Tourism Ucluelet and maintain the highest degree of client satisfaction
- Foster strong relationships with Destination BC, Indigenous Tourism BC, the District of Ucluelet, Rights Holders, Parks Canada, Tourism Tofino and other organizations
- Support the implementation of the Tourism Ucluelet service agreement, by creating and managing the annual work plan of deliverables as stated in the contract
- Work alongside the fractional visitor services manager to support the day-to-day operation of the Pacific Rim Visitor Centre as required
- Lead industry engagement activities
- Lead, coordinate and provide oversight of the Ucluelet Tourism Master Plan implementation
- Attend local events on behalf of Tourism Ucluelet
- Support and provide input into destination marketing activities

Project Management and Reporting

- Collaborate with the 4VI marketing team to create business and marketing plans that align with Tourism Ucluelet's tourism strategy
- Ensure input from industry stakeholders, Rights Holders and partners in planning processes.
- Base tactical implementation on sound research and timely evaluation
- Oversee initiatives, monitor tasks, and meet deadlines
- Foster lasting relationships with community organizations, businesses, tourism operators, First Nations, partners, suppliers, and residents
- Coordinate destination development workshops and meetings as needed
- Serve as secretary to the Board of Directors and coordinate committee meetings
- Develop and manage the annual budget based on Provincial and Board requirements
- Provide support on report and application writing as needed

Leadership

- Contribute to a thriving team culture among Tourism Ucluelet team members
- Promote and ensure employee engagement and satisfaction by fostering a positive, inclusive, and collaborative team environment
- Provide coaching, mentorship and support to Pacific Rim Visitor Centre Staff in partnership with the fractional visitor services manager
- A deep understanding of and connection to Ucluelet as a community with a strong desire to ensure that tourism is a positive contributor to the community
- Develop and nurture strong relationships with local partners and businesses

Qualifications:

- Post-secondary education in Tourism Management, Marketing or comparable experience.
- Excellent verbal and written communication skills.
- A high degree of sensitivity in interactions with the public, staff, board, Rights Holders and stakeholders.
- Strong relationship-building and outreach planning skills.
- Account management and/or sales background is considered an asset.
- Budget management skills.
- Understanding of Provincial and Municipal relations within the tourism space.
- Experience in rural tourism and communities is considered an asset.
- Proficiency in MS Office, database applications, and general office procedures.
- Ability to work collaboratively in a small team and independently.
- Strong multitasking skills, an ability to showcase initiative, and meet deadlines.
- In-depth knowledge of the Ucluelet area.

- Able to travel and work flexible hours as required, including some evenings and weekends.
- A valid BC drivers' license and a reliable vehicle is essential as travel throughout the region will be required.

Application Instructions and Deadline: To apply for the Tourism Development Specialist position, please submit your resume and a cover letter demonstrating how you meet the qualifications. Email your application to hr@forvi.ca by April 5, 2024.

Benefits:

- Salary: \$65,000 - \$75,000 based on experience.
- Entitlement to a benefits package will begin after the three-month probation period.
- This is a permanent position with an opportunity for career development within the organization.
- Engage with and contribute to your local community and region.
- Lead the development of innovative tourism initiatives throughout the region.

Terms:

- This position is full-time, with flexible working hours.
- This is a home-based role in Ucluelet; however, applicants must be located in the Ucluelet area and be prepared to travel throughout the region.
- You must be legally entitled to work in Canada, or have the ability to obtain the necessary approvals to work in Canada.

4VI 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, colour, religion, nationality, disability, age or other characteristics protected by applicable law. We encourage interest from Indigenous peoples, peoples with disabilities, ethnic minorities, visible minorities and all qualified individuals who share our belief in a workplace of diversity.