



JOB POSTING

Tourism Coordinator

September 2022

Reporting to the Economic Development Officer, the **Tourism Coordinator** is responsible for the following:

PRIMARY DUTIES

1. Responsible for the implementation of the Burns Lake Tourism Plan and other relevant tourism strategies as directed by the Economic Development Officer.
2. Organize and manage all aspects of the Visitor Information Centre (VIC) and second VIC location at Spirit Square, including the hiring and supervision of summer students.
3. Publicize the VIC's services and implement marketing strategies to promote tourism in Burns Lake and the surrounding area.
4. Consistently communicate and collaborate with all tourism-based businesses in the Village of Burns Lake and the Regional District of Bulkley-Nechako Areas B & E.
5. Keep up to date with changes in local and regional tourist activities and events and update event calendar.
6. Develop and implement strategies to increase visitors in Burns Lake and the surrounding area.
7. Identify potential merchandise and souvenirs for the VIC to sell to visitors.
8. Reach out to local Indigenous organizations for cultural information.
9. Ensure that the Visitors Information Centre is well-stocked with leaflets and posters about local events and attractions.
10. Ensure the centre is well presented, organized, easy to use and accessible.
11. Communicate information to members of the public and deal with inquiries in person and by post, email, social media, and phone.

12. Assist in the development, review, purchase and distribution of advertising and marketing programs.
13. Assist in the maintenance of the visitburnslake.ca tourism website and other social media platforms.
14. Prepare reports for senior management and attend meetings with senior managers and tourism businesses.
15. Facilitate all logistical coordination for tourism events and ensure live and virtual events run smoothly.

ABILITIES

- Existing knowledge of the geographic layout of the Lakes District, including tourist attractions, is desirable as well as knowledge of the tourist attractions of the surrounding areas.
- Exercise independent judgement, discretion and initiative while utilizing tact and courtesy in frequent contact with business representatives, government officials and the public.
- Have great customer service and a friendly attitude.
- Demonstrate strong organizational skills, excellent written and verbal communication, and strong interpersonal skills.
- Excellent computer skills.
- Ability to maintain and interpret budget, financial reports, and government regulations.
- Must be willing to work occasional weekends and holidays.
- Ability to work independently and as part of a team.
- Submit a clear criminal record check.

EDUCATION/TRAINING

- A degree/diploma or equivalent training and experience in Tourism is desired.
- Knowledge of the local cultural history would be an asset.
- Event planning experience would be an asset.
- Working experience in marketing, and public relations would be an asset.
- Graphic design skills are desirable.
- Computer literacy that includes a working knowledge of Microsoft Office and Adobe Creative Suites.
- BC Driver's License would be beneficial but not required.

This is a permanent full-time position with a work schedule of 35 hours per week. Work Hours are 5 days a week and will typically be between 8am and 4:00pm. Workdays are Monday thru Friday with the occasional weekend.

TO APPLY:

Applicants should submit a detailed resume with a cover letter that reflects their knowledge, skills, abilities, and enthusiasm relevant to the position. The position will remain open until an appropriate candidate is found.

By Mail: Village of Burns Lake
PO Box 570
Burns Lake, BC V0J 1E0

By E-Mail: village@burnslake.ca

Subject Line: Tourism Coordinator

The Village of Burns Lake wishes to thank all applicants; however, only those candidates selected for an interview will be contacted.