



**CONTRACT POSITION – TOURISM MANAGER
LOWER NORTH THOMPSON TOURISM SOCIETY (LNTTS)**

The Position

The Lower North Thompson Tourism Society (LNTTS) is seeking a confident and experienced tourism professional to contract to be the Tourism Manager. The Tourism Manager will have a multifaceted background in a variety of marketing and administration activities to support the world class stakeholders and attractions in the Lower North Thompson (LNT). First Nations tourism development is an increasing priority for future development. The candidate will have experience in providing creative and innovative ideas in the development of content writing, graphics and materials for a wide variety of digital and print platforms. The candidate should be a passionate outdoors person who is interested in securing a position where their time is spent working and providing a living experience of their tourism stakeholders to attract visitors to the region in all four seasons of the year.

The Lower North Thompson Tourism Society (LNTTS) Organization and Area

The LNTTS is a Destination Management Organization (DMO) responsible for tourism marketing, development and promotion of three connected regional areas, Thompson Nicola Regional District (TNRD) Area P to the south, Area O to the north and the District of Barriere in the middle.

The LNTTS is a not-for-profit Society which was incorporated August 2011. In 2014 the LNTTS was approved by Destination BC and the Ministry of Finance to collect the Municipal, Regional and District tax (MRDT) at 2% for the accommodations in the three areas. In 2019 the LNTTS with majority support of area accommodators, the TNRD and the District of Barriere was granted a five-year extension and percentage increase to 3% of the MRDT. The LNTTS is part of two marketing consortiums. LNTTS is aligned with Tourism Wells Gray, Blue River, Tourism Valemount in the North Thompson Marketing Consortium and the Land of Hidden Waters; partnered with Tourism Kamloops, Tourism Wells Gray, Tourism Hwy. 24; and Cariboo, Chilcotin, and Coast Tourist Association.

The Yellowhead Highway connects BC's Lower Mainland, Vancouver, and Kamloops with the Canadian Rockies and Jasper, Alberta. The LNTTS is responsible for the marketing of the rural small towns and hamlets including the District of Barriere, Heffley Creek, McLure, Louis Creek, Darfield, Pinantan Lake and Little Fort in the southern area of the region.

To learn more: <https://explorelowernorththompson.com/>

Employment Responsibilities:

- A. Lead strategic planning, communications, and marketing initiatives for the tourism industry in LNTTS.

- B. Prepare and implement the annual tactical marketing plan(s) and budget(s) in accordance with Destination BC requirements that best supports the stakeholders of the LNTTS.
- C. Manage the operations of LNTTS within the budgetary guidelines approved annually by the Board of Directors.
- D. Develop and maintain effective partnerships with tourism stakeholders and government partners.
- E. Manage including social media, public relations and customer relations management.
- F. Manage destination brand including media, crisis communication, reputation management and internal stakeholder communications.
- G. Manage content writing, graphic designs, and content for social media platforms, public relations and customer relations.
- H. Develop reports and evaluation instruments for Destination BC, Ministry of Finance, local government, and stakeholders as required.
- I. Provide leadership and support to the Board of Directors who has the legal responsibility for the sound financial and operational management of the LNTTS.
- J. Manage LNTTS in accordance with the BC Societies Act and within LNTTS constitution and bylaws including hosting of Annual General Meeting (AGM).
- K. Support local events through organizing support, marketing, promotion and/or sponsorship.
- L. Attend trade fairs and tourism shows that highlight the most opportunity to attract visitors to the LNTTS or support local tourism operators.
- M. Oversee and develop communications of events or activities that may be a result from extreme weather events i.e.: fires, floods.
- N. Travel into the most beautiful parts of western Canada and engage with people that visit our region and the operators that host them on a regular basis.

Qualifications:

- A. Minimum of 2-3 years' experience in direct tourism marketing or destination management in Canada (BC experience is preferred).
- B. University degree, college diploma in marketing/ tourism management or equivalent industry marketing experience.
- C. Extensive experience in office administration, report preparation, and financial management is essential.
- D. Able to produce concise and accurate reports and a demonstrated ability to present your findings to an audience.
- E. Able to cultivate and maintain cooperative and effective working relationships stakeholders, partners in tourism, government, business and community groups.
- F. Ability to work without direct supervision, meet deadlines and performance goals.
- G. Experience managing and developing content for social media.
- H. Previous experience with not-for-profit society working directly with a Board of Directors an asset.
- I. Advanced computer skills with MS Office Suite or Google docs including word processing, spread sheet development, publications, and communication presentations.
- J. Travel, weekend or evening availability is required based on business needs.

Asset requirements:

Home office space with as a minimum:

- A. Laptop or tower computer no older than 2 years with current MS Office Suite or Google docs capability.
- B. Colour printer, scanner, and fax capable.
- C. Reliable fibre optics internet connection.
- D. Up to date cellular telephone.
- E. Reliable transportation at all times with Class 1 Drivers licence with clean drivers abstract (no graduated licensing restrictions).

Additional Information:

The contract range for the position is \$ 45,000 annually including asset requirements. No other benefits are provided. It is expected that the successful contractor may have other contractual obligations.

Submit Application:

Submit your resume in application, including three references to Shirley O. Culver, #55 – 137 McGill Rd., Kamloops, BC V2C 1L9; email sculver4@telus.net