



Job Description: Specialist, Destination Development

Overview

Reports to: Director, Sustainability

Terms: Full-time, permanent employment; Monday-Friday based on a 40-hour workweek. *Weekend work and travel are occasionally required.*

4VI (formerly Tourism Vancouver Island) is a social enterprise representing and supporting the tourism and hospitality industry of Vancouver Island and the surrounding Gulf and Discovery Islands. Grounded by our guiding principles of inclusion, reconciliation and mindful travel promotion, the organization's strategic priorities include the delivery of Tourism Industry Services to tourism operators and communities where the unique expertise of the team can add value and stability.

The successful proponent will be an important member of the Vancouver Island tourism industry and the 4VI Team. This role is primarily focused on destination development and sustainability programs and initiatives.

Core Duties & Responsibilities

Certification Management

- Manage the Biosphere Designation for the Vancouver Island Region
- Develop opportunities and programming for businesses and communities to align with the Biosphere Program
- Work with the Responsible Tourism Institute to maintain 4VI's certification status and to advance 4VI's level of certification
- Support implementation of internal sustainability initiatives for 4VI
- Manage Biosphere related initiatives and programs as required
- Support the carbon measurement, reporting and verification, planning and implementation activities for the Glasgow Declaration; attend meetings and identify partnership opportunities with Tourism Declares and other related organizations

Destination Development

- Work in partnership with Destination BC to support the implementation of joint programs including destination development action planning, stakeholder engagement, project management and related communications
- Maintain a current database of priority destination development projects

Service Delivery

- Collaborate with contract leads to create better integration of sustainable principles into the delivery of marketing, planning, and development services.
- Support the design and develop sustainable advisory services
- Work collaboratively with the 4VI team on client work as required

Other

- Track Biosphere projects and initiatives in Destination BC's project database
- Monitor grant and funding opportunities relating to sustainability and complete applications as required
- Working under the direction of the Director, Sustainability, and closely with the Vice President, Sustainability and Strategy
- Participate in quarterly planning meetings with the Tourism Industry Services team, as well as weekly project management meetings;
- Maintain a Work Plan and coordinate the tactical implementation of the Work Plan with members of the 4VI team;
- Successfully meet project timelines and budget allocations;
- Support the delivery of all funding and internal reporting requirements;
- Contribute as a member of the 4VI team such that you may be asked to apply your skills to other projects and clients

This role will also work in a highly collaborative model of client service delivery and the incumbent will be expected to work collaboratively across departments.

Desired Skills, Qualities & Experience

- Post-secondary education in a relevant field such as Tourism Management, Marketing, Business Administration, sustainability or a similar combination of education and work experience
- A minimum of 2-3 years in a role that requires organization, administration and project management skills relating to tourism management and sustainability
- Ability to maintain an up-to-date budget
- Excellent verbal and written communication skills
- Excellent people skills, with a noted ability to build relationships that are respectful and highly collaborative
- An outgoing personality that thrives in meeting new people (sales skills because that is what's required to meet, greet, and win friends)
- An ability to juggle multiple and competing priorities with a high degree of organizational skill
- A preference for working in a team environment, with a great deal of flexibility and self-management
- A high degree of sensitivity in dealing with the public, staff, board and stakeholders
- In-depth knowledge of Vancouver Island
- Able to travel and work flexible hours as required
- A valid driver's license and a reliable vehicle

Terms

- The position is based on 37.5 hours per week
- The typical work schedule is from 9:00 a.m.- 5:00 p.m., Monday - Friday, with one-half hour, unpaid lunch break per day
- A three-month probationary period for new employees is required and will be reviewed by both the employee and the Director, Sustainability
- Annual performance reviews and compensation are conducted prior to the end of each fiscal year
- Entitlement to a benefits package will begin at the satisfactory conclusion of the three-month probation period

- The BC Employment Standards Branch sets all other terms of reference unless otherwise specified

Working Conditions

- Work from home option is currently in place
- The 4VI office is located in Nanaimo
- 4VI gratefully acknowledges that we live, work and play on the traditional, ancestral, and unceded territories of the Kwakwaka'wakw, Nuu-chah-nulth, and Coast Salish peoples.
- 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 in particular from Indigenous peoples, peoples with disabilities, ethnic minorities, visible minorities and all qualified individuals who share our belief in a workplace of diversity.