

**4VI (formerly Tourism Vancouver Island) is recruiting for an Engagement and Travel Media Relations Coordinator to join their growing team.**

4VI is a social enterprise organization, created to ensure that travel is a force for good for Vancouver Island – forever. The ‘4’ in its name captures its four key social commitments — to the community, business, culture and the environment. This focus extends to the work the organization does each day. Every opportunity for 4VI now and in the future will align with these social goals. The team’s new mandate is to deliver innovative tourism advisory services, working directly with communities on Vancouver Island to both identify opportunities for enhanced tourism experiences and deliver on them. 4VI is the first destination marketing organization of its kind to not just commit to changing how tourism is managed but to developing the corporate structure as a social enterprise that drives the change needed.

As a member of the Business Impact & Engagement team the Engagement & Travel Media Relations Coordinator supports the corporate communications strategy of 4VI and is responsible for service delivery for travel media relations in the region. The Engagement & Travel Media Relations Coordinator will also support the Vice President, Business Impact & Engagement with ongoing administration and client needs.

**Overview of the position:**

**Engagement**

- Develop an annual work plan that supports the implementation of the strategic communications plan for 4VI
- Daily media monitoring for 4VI, leading to quarterly and annual reports on coverage and impact
- Support Indigenous relations and reconciliation for 4VI that is aligned with the Government of BC DRIPA and TRC Call to Action #92
- Support engagement and outreach for the Biosphere Certification for 4VI
- Develop and implement a social media strategy and content creation (LinkedIn, Twitter, etc.) for 4VI
- Write and produce monthly stakeholder newsletter
- Support ongoing client administration needs
- Develop presentations for business development opportunities
- Maintain website content
- Support financial reporting and systems management
- Support general communications and engagement needs

**Travel Media Relations**

- Act as a Destination BC Resource through the sourcing of industry product updates in a timely manner, including areas of capacity and open/closed businesses
- Identify issues that may impact trade/media initiatives or sales/promotion of the product/region
- Identify businesses interested in working with travel media
- Attend Destination BC bi-weekly virtual meetings, occasionally in-person
- Conduct site visits or inspections of product as required
- Lead fam coordination for travel media in the region
- Complete and share Project Briefs for regional destination management organization led projects
- Coordinate itinerary development and creation in collaboration with Destination BC, Indigenous Tourism BC, and stakeholders
- Work with City destination management organizations to coordinate trips in their respective areas
- Escort/meet and greet with key stakeholders and travel media
- Attend travel media marketplaces and events (i.e., IMM, Destination Canada events, TMAC, Destination BC in market events)
- Develop ongoing story ideas / content for the region and Destination BC
- Lead stakeholder engagement and training to showcase the value of working with travel media
- Follow-up with stakeholders and partners who require 1:1 support



**4VI offers:**

- Ability to work flexible hours
- Hybrid workplace where staff are able to work from home, from the newly renovated beautiful Nanaimo office, and offsite enjoying incredible Vancouver Island
- 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, medical and dental benefits

Diversity, inclusion, and equity is a core value of 4VI that is strongly supported and demonstrated throughout the organization. All qualified applicants will be given fair and equal consideration regardless of ethnicity, race, sexual orientation, gender identity and expression, culture, disability, nation of origin, age, or religion.

To apply to this position, please submit your up-to-date resume and cover letter outlining why you are passionate about this position and joining 4VI to [hiring@tourismvi.ca](mailto:hiring@tourismvi.ca).

We thank all applicants for their interest, however only those selected for an interview will be contacted.