

Destination Development & Sustainability Specialist (Temporary)
Job Posting
Salary Range \$60,000 - \$64,000 (CDN)

Kootenay Rockies Tourism Association (KRT) is seeking a **Destination Development & Sustainability Specialist** to join their team for an **18-month maternity leave coverage**. At KRT, we are passionate about tourism in BC and specifically tourism in the southeast part of the province. As a not-for-profit regional destination management organization funded by the Crown corporation, Destination BC, we support BC's tourism industry through destination development, sustainability, industry learning, content development, travel trade and travel media. Learn more about our programs and services at www.KRTourism.ca

Destination Development & Sustainability focuses on long term planning and implementation of strategic priorities relating to the long-term competitiveness and sustainability of the destination: settings, access, policies, infrastructure and investments, experience development, capabilities, skills and training, visitor services, strategic partnerships and more.

PURPOSE OF POSITION

As part of the Kootenay Rockies Tourism (KRT) team the successful candidate will play a significant role in delivering programs in the Destination Development & Sustainability portfolio. The key responsibilities for this position include leading program files and supporting the delivery of destination development & sustainability initiatives.

Under the direction of the CEO of Kootenay Rockies Tourism, and the Director of Destination Development & Sustainability, the Destination Development & Sustainability Specialist position delivers programs and services delivered by the team within the KRT tourism region. The role works closely with our partners at Destination BC. Success in this role requires strong organization, attention to detail, relationship building, and excellent written and verbal communication skills, ability to manage budgets and provide accurate reporting as well as collaboration with KRT departments, government, external partner organizations, contractors, tourism organizations and businesses.

RESPONSIBILITIES

- Assists in and leads the delivery of KRT core programs (i.e. Destination Development & Sustainability, the DBC Invest in Iconics Strategy, Industry Development) within the KRT tourism region to ensure program delivery and partner engagement
- Maintains KRT databases when needed
- Plan, develop, manage and implement various destination development and stewardship projects on an ongoing basis, including budgets and workplans
- Plan, coordinate and facilitate (virtual and in-person) meetings and complete and circulate meeting notes
- Communicate with regional partners on grants, funding programs and KRT's destination development & sustainability programming
- Contribute leadership and ideas for the continued betterment of program design and delivery
- Develop briefing notes, request for proposals and other relevant documents
- Participate in monthly regional DD calls with Destination BC and other regional meetings, trainings and working sessions
- Establish and maintain positive relationships with stakeholders and partners

- Ensure the corporate and consumer websites are up to date with the latest DD & DS program information and work with the team to provide content for the B2B channels on a regular basis
- Support the team in building lasting and meaningful reconciliation with Indigenous Peoples in collaboration and partnership with Indigenous Tourism BC
- Participates in the Kootenay Regional Film Commission and attends meetings
- Other related duties as required

EDUCATION & EXPERIENCE

- Degree in tourism or economic development and a minimum 3 years' experience in a tourism related field; or an equivalent combination of education and experience
- Minimum two years' experience developing contracts and contractor relationship management
- Minimum two years' experience in partner relationship development and maintenance
- Minimum two years' experience in event facilitation (on-site and virtual)/logistics/ organization
- Demonstrated experience in preparing written reports and designing presentations at the intermediate/advanced level
- Substantive knowledge of the area Kootenay Rockies Tourism represents and the communities in the region
- Strong knowledge base of the tourism sector in British Columbia
- Strong knowledge of sustainability (concepts and programs)
- Strong knowledge and understanding of rural tourism and economic development
- Oversee sustainability certification programs (e.g. Biosphere, GreenStep)
- Proven financial experience including the tracking and reporting of budgets

KEY COMPETENCIES

- **Managing Organizational Resource** is the ability to understand and effectively manage organizational resources (e.g. people, materials, assets, budgets)
- **High Proficiency** in desktop applications including spreadsheets, database maintenance, presentation software, and Word, Excel, PowerPoint. (MS Office 360 preferred) Previous use of tools such as Asana, Canva, Microsoft Teams, Harvest, WordPress and any AI for workplace tasks, is an asset
- **Problem Solving/Judgement** is the ability to analyze problems systematically, organize information, identify key factors, identify underlying causes, and generate solutions
- **Planning, Organizing and Coordinating** involves proactively planning, establishing priorities and allocating resources. It is expressed by developing and implementing increasingly complex plans. It also involves monitoring and adjusting work to accomplish goals and deliver to the organization's mandate
- **Communication Skills** with an excellent understanding of effective written and oral language in a business environment. You must be able to deliver concise, professional and understandable communications to a range of audiences
- **Flexibility** is the ability and willingness to adapt to and work effectively within a variety of diverse situations, and with diverse individuals or groups. Flexibility entails understanding and appreciating different and opposing perspectives on an issue, adapting one's approach as situations change and accepting changes within one's own job or organization



Kootenay Rockies Tourism
1905 Warren Ave
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WE OFFER

- Opportunity for professional growth and training within the organization
- A hybrid work environment opportunity- remote work possible but must reside in the Kootenay Rockies region
- A collaborative and supportive team environment

REQUIREMENTS

- A valid BC driver's license and clean abstract
- Canadian citizenship or Permanent resident status
- A Criminal Record Check may be required

Kootenay Rockies Tourism is committed to diversity, equity and inclusion and welcomes applications from all qualified candidates. We are also committed to providing workplace accommodations for employees with disabilities, ensuring you have the support needed to perform your best work both during the hiring process and throughout your employment with us.

HOW TO APPLY

To apply to this position, please respond by email to Kathy@KootenayRockies.com. Please indicate you are applying for **KRT – Destination Development & Sustainability Specialist** in the subject line. Please submit a cover letter and resume detailing your experience and qualifications, as well as outlining why you are interested in this position.

Posting closes at 5:00 PM PT/6:00 PM MT on Friday, June 13, 2025. All interested applicants must have their information submitted by this time/date.

We thank all applicants for their applications and will be contacting only those that we move to the interview phase. We will not be accepting phone calls.