

## POSITION DESCRIPTION

**POSITION:** Indigenous Tourism Coordinator (Contract)      **LOCATION:** Shuswap  
**COMPANY:** Community Futures Shuswap      **POSITION NUMBER:**  
New contract position  
**REPORTS TO:** Executive Director      **DATE:** January 30, 2020

### POSITION PURPOSE STATEMENT

Under the general direction of the Executive Director, Community Futures Shuswap, the Indigenous Tourism Coordinator is responsible for the implementation of the Indigenous Tourism Strategy for the Lakes Communities of the Shuswap Region.

---

### OPERATING ENVIRONMENT

The position will be a part-time, (with the potential to become full-time), contract position for a one year period. It will be remotely located within the Shuswap. (eg. No office space will be provided).

Under the general direction of the Executive Director, the Indigenous Tourism Coordinator works closely with the Project Team (Community Liaisons, Community Futures Shuswap, Switzmalph Cultural Society, Provincial Regional Economic Operations and the Shuswap Economic Development Officer to implement the deliverables of the Lakes Communities Indigenous Tourism Strategy. The Coordinator must be familiar with all communities, stakeholder organizations, and the tourism industry within the Lakes Region of the Secwepemc Nation. The position provides a high level of community/customer service to promote the long-term Indigenous tourism product development in the region.

### MAIN DUTIES AND RESPONSIBILITIES

1. To develop and maintain strong working relationships with the Lakes Communities, community members, Elders, Elected Officials, organizations, stakeholders and the Project Team.
2. To work with and accept guidance from the Indigenous Tourism Advisory Committee.
3. To work closely with the Project team to implement the Secwepemc Lakes Tourism Strategy as follows:
  - a. Provide supports for Artisans to create business ventures, have access to available markets and to enable mentoring and training to aspiring community members in craftmaking.
  - b. Work with "business-ready" artisans to create and build an inventory of Indigenous Tourism products.
  - c. Create new and utilize existing tourism related events to showcase culture and build capacity within the communities for artisans, performers, knowledge keepers, etc.
  - d. Work with partners to implement support for entrepreneurial community members. Facilitate and connect community members to resources, partners and programs to help community members start tourism based businesses and offerings in the region.
  - e. Using the outcomes of Cultural Protocol discussions, work with partners, Sector Ministries and stakeholder groups to increase the Cultural presence on the Secwepemc Lakes traditional territory by developing signage and storyboards focusing on traditional places, names and stories utilizing Secwepemc language.

- f. Work with partners to develop and grow Indigenous Tourism Events in the region.
- g. Develop opportunities for youth to engage in their culture, feel a greater sense of belonging and community, and to be engaged in Indigenous Tourism Sector.
4. To liaise with other tourism organizations, government agencies and stakeholders to create beneficial cooperative partnerships.
5. To make presentations to the local community stakeholders and others as required.
6. To maintain current knowledge of the tourism business community and the tourism industry in the Shuswap region.
7. To attend other tourism related functions on behalf of Shuswap Tourism on an as needed basis.
8. To liaise with the Lakes Communities Economic Development Managers to discuss and coordinate joint venture/events within the tourism industry, if they so choose.

## **QUALIFICATIONS AND MANDATORY REQUIREMENTS**

### **Knowledge, Skills and Abilities**

- Demonstrated experience working with Indigenous communities, Elders, Elected Officials and community members in a culturally sensitive manner.
- Demonstrated experience working in a cooperative team environment involving many internal and external stakeholders, tight deadlines and challenging levels of expectations.
- Demonstrated experience in the tourism sector, specifically with tourism product development. Indigenous tourism sub-sector experience preferred.
- Excellent interpersonal, communication and facilitation skills. The ability to interact with people in a professional and culturally appropriate manner.
- Ability to speak clearly with a friendly but professional manner.
- Excellent organizational skills with the ability to perform multiple duties simultaneously with deadlines.
- Ability to exercise sound judgment and work independently and as part of a team.
- Exceptional time management skills, organizational skills, and communication skills (both verbal and written) with a high level of accuracy.
- Excellent computer skills relative to web applications, databases, spreadsheets and desktop publishing.
- Ability to write professional quarterly and final reports.

### **Mandatory Requirements**

- The ability to work with limited supervision and a high degree of independence from various locations within the region.
- The ability to travel, locally and regionally.
- The ability to work as needed to meet contract deliverables including evenings and weekends as required.
- Valid BC driver's license and access to a reliable vehicle is mandatory.
- Quarterly written and verbal reports to the Indigenous Tourism Advisory Committee

### **Education, Training and Experience**

- Post-secondary education in marketing, tourism, business administration or a related course of study.
- 3-5 years of tourism and/or business development related work experience.
- 5 years experience working with Indigenous organizations and an understanding of the challenges faced by Indigenous peoples in Canada