

Job Posting: Tourism Development Specialist

Company: Alberni Valley Tourism Association, powered by 4EVER Strategies

Location: Port Alberni, British Columbia (Home-based role in Port Alberni with some local and regional travel required)

Alberni Valley Tourism Overview: Alberni Valley Tourism is a dynamic destination management organization focused on leading a sustainable and regenerative tourism industry that contributes to the community, its vibrant entrepreneurs, and cherishes the natural environment that surrounds the area.

About 4EVER Strategies: 4EVER Strategies is the social enterprise arm of 4VI, focused on aligning tourism development with community values, environmental stewardship, and long-term sustainability. Through strategic planning, capacity building, and place-based engagement, 4EVER supports communities, Indigenous partners, and tourism organizations in shaping a more regenerative and resilient tourism future across Vancouver Island and beyond.

Role Overview: As the Tourism Development Specialist, you will play a pivotal role in supporting the sustainable growth of tourism in the Alberni Valley. Reporting to the Director of Tourism Development with 4EVER Strategies and working closely with the Alberni Valley Tourism Association Board of Directors, you will collaborate with stakeholders, First Nations and partners to develop and implement effective programs that align with the community's tourism priorities.

What 4EVER Strategies Offers You!

- Ability to work flexible hours
- Remote home-based work in Port Alberni
- Access to professional development for continued learning and education
- Mentoring and coaching
- A collaborative and supportive team environment
- Competitive total compensation package
- Extended health, wellness, medical and dental benefits

Key Responsibilities:

Alberni Valley Tourism

- Oversee 4EVER Strategies' services with Alberni Valley Tourism and maintain the highest degree of client satisfaction
- Foster strong relationships with Destination BC, Indigenous Tourism BC, the City of Port Alberni, and Alberni Valley Regional District, Hupacasath and Tseshaht First Nation, Rights Holders, and other organizations
- Support the implementation of the Alberni Valley Tourism service agreement by creating and managing the annual work plan of deliverables as stated in the contract
- Lead industry engagement activities

- Lead, coordinate and provide oversight of the Alberni Valley Tourism MRDT and DBC Co-op plans
- Attend local events, conferences and committees on behalf of Alberni Valley Tourism
- Support and provide input into destination marketing activities

Project Management and Reporting

- Collaborate with the 4EVER Strategies marketing team to create business and marketing plans that align with Alberni Valley Tourism
- Ensure input from industry stakeholders, Rights Holders and partners in planning processes.
- Base tactical implementation on sound research and timely evaluation
- Oversee initiatives, monitor tasks, and meet deadlines
- Coordinate destination development workshops, training and supporting materials
- Coordinate meetings and presentations as needed
- Serve as secretary to the Board of Directors and coordinate committee meetings
- Develop and manage the annual budget based on Provincial and Board requirements
- Provide support on report and application writing as needed

Leadership

- Contribute to a thriving team culture among Alberni Valley Tourism members
- Foster a positive, inclusive, and collaborative team environment
- A deep understanding of and connection to Port Alberni as a community with a strong desire to ensure that tourism is a positive contributor to the community
- Develop and nurture strong relationships with local partners and businesses

Qualifications:

- Post-secondary education in Tourism Management, Planning, Business Admin, Marketing or comparable experience.
- Excellent verbal and written communication skills.
- A high degree of sensitivity in interactions with the public, staff, board, Rights Holders and stakeholders.
- Strong relationship-building and outreach planning skills.
- Account management and/or sales background is considered an asset.
- Budget management skills.
- Understanding of Provincial and Municipal relations within the tourism space.
- Experience in rural tourism and communities is considered an asset.
- Proficiency in MS Office, database applications, and general office procedures.
- Ability to work collaboratively in a small team and independently.
- Strong multitasking skills, an ability to showcase initiative, and meet deadlines.
- In-depth knowledge of the Port Alberni area.
- Able to travel and work flexible hours as required, including some evenings and weekends.
- A valid BC drivers' license and a reliable vehicle is essential as travel throughout the region will be required.

Application Instructions and Deadline: To apply for the Tourism Development Specialist position, please submit your:

- a. Resume
- b. Cover letter, or max 2 min video oral cover letter, demonstrating how you meet the qualifications.

Email your application to **genevieve@4vigroup.com** by Thursday **May 1, 2025**. Submit your application with the following subject title: Lastname_firstname_resumespecialist

Benefits:

- Salary: \$60,000 - \$70,000 based on experience.
- Entitlement to a benefits package will begin after the three-month probation period.
- This is a permanent position with an opportunity for career development within the organization.
- Engage with and contribute to your local community and region.
- Lead the development of innovative tourism initiatives throughout the region.

Terms:

- This position is full-time, with flexible working hours.
- This is a home-based role in Port Alberni; however, applicants must be located in the Port Alberni area and be prepared to travel throughout the region.
- You must be legally entitled to work in Canada or be able to obtain the necessary approvals to do so.

4EVER Strategies 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 from Indigenous peoples, peoples with disabilities, ethnic minorities, visible minorities and all qualified individuals who share our belief in a workplace of diversity.