



huu ay aht

ANCIENT SPIRIT, MODERN MIND

Job Posting

Full Time Permanent Position: Indigenous Tourism Specialist

Location: Huu-ay-aht First Nations, Port Alberni

Salary: \$72,000 to \$82,000

Authority Relationship: Reports to Economic Development Officer

Position Summary:

The Indigenous Tourism Specialist will identify and contribute to the economic and tourism development strategies of the Huu-ay-aht First Nations (HFN), specifically focusing on attraction development, operation of the Visitor and Cultural Information Centre, and relaunching of Kiixin Tours. This position will work closely with the Huu-ay-aht Group of Businesses (HGB) in key areas for collaboration.

Job Duties:

- Oversee the launch and operations for the Visitor and Cultural Information Centre
- Manage the relaunch of Kiixin tours in collaboration with HGB
- Serve as a liaison for tourism and economic development with public officials, the private sector, and the general public.
- Provide guidance to the Economic Development Officer (EDO) on potential gaps, needs, or strategic changes that would benefit and add value to HFN's tourism portfolio
- Research, analyze, develop, and implement plans for tourism development under the guidance of the EDO.
- Responsible for developing and management of Social Media Platforms for HFN Tourism Initiatives.
- Offer assistance to the EDO in day-to-day tourism operations and provide recommendations on decisions and strategic changes.
- Ensure that decisions align with the Nation's needs, demonstrated through continuous community engagement.
- Additional priorities could be assigned as per the direction of the EDO.

Job Requirements and Operational Abilities:

- Strong administrative skills; along with excellent people/public relations, finance, and communication skills.
- Ability to multi-task, manage tight deadlines, and thrive in a fast-paced environment.
 - Ability to work in an adapting environment of fluctuating and unpredictable demands and conflicting deadlines and priorities.
- Ability to have strong communication, both oral and written. Communication is essential for this position to have a successful program.
- Willingness and ability to work overtime, including evenings and weekends.
- Valid class 5 driver's license



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- Successful background checks, including employment verification, criminal records checks, reference checks and education/credential verification.
- Willingness to uphold and learn the HFN Organizational Vision, Mission and Human Resources Values: Professionalism, Respect, Health, Effective Communication, Trust, and Support and HFN Principles, culture, and history. (**Appendix A**)
- Ability to maintain confidentiality and neutrality.

Education and Experience Requirements:

- Bachelor's Degree or Diploma in Tourism, Business Administration, communication, or Tourism.
- Membership in regional/provincial business or tourism & Economic Development associations is a strong asset (4VI, Destination BC, Indigenous Tourism BC, BCEDA, etc.).
- Minimum 3 years of recent experience in tourism development, and the execution of promotional or marketing activities within the past 5 years. (Equivalent education or tourism/marketing experience will be taken into consideration)
- Experience working with consultants or contractors for website development, digital marketing, or social media management.
- Demonstrated experience managing or contributing to online presence for a tourism, cultural, or public-facing organization.
- Experience in developing funding/partnership proposals and working with Indigenous Peoples.
- Extensive community consultation experience, including but not limited to:
 - Developing/implementing rural engagement/communication strategies
 - Establishing branding, awareness campaigns & overall management of Indigenous Tourism Platforms managed by HFN (social media outreach/strategic engagement)
 - Knowledge & experience in project management with multiple stakeholders in a rural setting.
 - Sound knowledge of web-based and social media marketing for rural-based communities.

Personal attributes:

- **Piisaak / Greater Respect.** Personal and collective respect for the community and its people, traditional knowledge, the natural world, the metaphysical world and other peoples and communities. Working in a manner that reflects a commitment to client service excellence and actively contributing to workplace well-being and a safe, healthy, and respectful workplace.
- **?u?aałuk / Taking Care Of.** This is about caring for present and future generations and the resources the land, water, and the natural world provides. Working on pursuing organizational efficiencies, demonstrating an appreciation of the importance of resources, including the willingness to adopt new and more efficient working methods.
- **Hišukma cawaak / Everything is One.** A notion of the interconnected, interdependent, and reciprocal relationship between the people, the land, and the wider world(s) in a physical,



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spiritual and social sense. Listening actively to the views of others, respecting, considering, and incorporating them. Working collaboratively and relating effectively to others and embracing and valuing diversity.

We thank all applicants for their interest in this position; however, only those candidates selected for an interview will be contacted. Please email your covering letter & resume to HR@huuayaht.org by fax 250-728-1222 or mail attn: Human Resources Manager, 4644 Adelaide St, Port Alberni, BC, V9Y 6N4. Please quote Economic Development Advisor Job Posting. Closing date for this position is Tuesday, March 3, 2026.



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Appendix A

Vision - *The Huu-ay-aht envision a strong, self-governing and self-reliant Nation. Iisaak will guide us as we work together to foster a safe, healthy and sustainable community; where our culture, language, spirituality and economy flourish for all.*

Mission - *As a leader among First Nations, the Huu-ay-aht First Nations will create certainty for its community, generate wealth for financial independence, provide economic opportunities, deliver social, cultural and recreational programs for all Huu-ay-aht.*

HUU-AY-AHT FIRST NATIONS VALUES

PROFESSIONALISM

- Ethics – be prepared, on time and ready to work
- Ethics – be responsible for the success of your work and others
- Lead by example
- Respect - for confidentiality, yourself and co-workers
- Work / Life Balance
- Work Smarter - Share your expertise and your successes
- Take pride in your work

RESPECT

- Golden Rule – Treat others how you want to be treated
- Listen actively and attentively to what people are saying and clarify
- Accept people for who they are and don't judge
- Basic Etiquette – remember the common courtesies; kindness & compassion
- Iisaak
- Observe protocol and ceremony

HEALTH

- A healthy body, mind and soul through proper diet, sleep and exercise
- Avoid burning out with a proper work / life balance
- Be positive - always remember to smile and laugh
- Care about each other, ask questions and follow up

- Be appreciative of one another and the work we do

EFFECTIVE COMMUNICATION

- Think twice, speak once
- Make sure your body language is sending the correct message
- Provide responses in a timely manner; acknowledge request and provide timeline
- Listen attentively and clarify

TRUST

- Walk the talk - be honest, no gossiping
- Believe the good in everyone not the bad
- Voice your concerns, don't harbor them – clear the air
- Spend more time focusing on what you are supposed to be doing, and less time on what others are or aren't doing
- Be happy and enjoy your work life

SUPPORT

- Be available to help and ask for help when needed
- Advocate and help one another
- Provide constructive criticism, not just criticism
- Don't gossip; stop gossip when it occurs
- Clarify and seek feedback from each other