



Haida Gwaii Tourism Coordinator & Office Coordinator

Job Description

Go Haida Gwaii (Misty Isles Economic Development Society) is the Destination Marketing Organization for Haida Gwaii in addition to providing leadership in economic development initiatives undertaken by the Village of Masset, Village of Port Clements, Village of Queen Charlotte, and Skeena-Queen Charlotte Regional District Electoral Areas D & E. The goal is to improve Haida Gwaii's overall capacity for growth and enable communities to focus more on complementary activities rather than competing directly for economic growth between individual communities.

The Haida Gwaii Tourism Coordinator/Office Manager reports to the Executive Director (ED) and is responsible for the maintenance and development of the tourism portfolio and administrative duties.

Required Background

1. Demonstrated proficiency in using various social media sites including tracking and reporting on audience demographics
2. Demonstrated skills in developing and implementing advertising and marketing campaigns, employing a variety of media including online, print, television and radio
3. Experience coordinating and administering multiple projects including tracking and reporting on project budgets
4. Minimum 5 years' practical office administration experience in bookkeeping, financial reporting, preparing meeting packages and recording meeting records

Preferred Background

1. Post-secondary education in marketing, journalism, Community Economic Development or other relevant field
2. Experience in Graphic Design
3. Experience administering and coordinating tourism programs, educational initiatives and office administration
4. Three to five years' practical experience using Simply Accounting
5. Familiarity with economic and business development on Haida Gwaii
6. Knowledge of Destination BC brand marketing

Skills:

- Experience in administrative office skills including minute taking, bookkeeping (accounts payable, accounts receivable and payroll) and public relations
- Experience in developing annual budgets and marketing plans
- Experience in developing and maintaining an interactive online site using social media tools
- Database development and maintenance
- Experience in managing and marketing a Digital Management System & Image Bank
- Demonstrated proficiency in using computer software including Simply Accounting, MS Office, Excel, Power Point, Publisher, Photoshop etc.
- Experience in working with Non-Profit Societies and familiarity with the BC Society Act reporting and filing requirements
- Demonstrated experience and knowledge of the tourism industry and related stakeholders on Haida Gwaii
- Experience providing visitor services including consultations and trip planning services
- Ability to deliver promised outcomes in agreed-upon time frames.

Specific Duties:

- Administer and coordinate the Haida Gwaii Destination Marketing portfolio including but not limited to:
 - developing and maintaining an interactive Facebook page, Twitter and Instagram streams using daily posts to promote Haida Gwaii as a visitor destination
 - maintain and regularly update the Go Haida Gwaii website content
 - prepare and post regular blogs for the Go Haida Gwaii website
 - develop and implement collaborative advertising and marketing campaigns to include print, online, radio and television while working in partnership with stakeholders and funding organizations
- Assist in the development and implementation of an annual work plan and budget
- Assist in the preparation of proposals for project funding to carry out additional relevant work
- Maintain current financial records and reports for the organization
- Maintain orderly and up to date filing of all relevant paperwork
- Minute keeping, report writing, correspondence drafting, filing, preparation of monthly and annual financial statements and reports using generally accepted bookkeeping principles
- Prepare financial reports for board in consultation with the Executive Director
- Arrange meetings and travel for board members and staff as needed
- Receive telephone calls and greet visitors to the office
- Duties as assigned by the Executive Director from time to time

Salary commensurate with experience