



Job Title:	Tourism & Development Manager	Job Category:	Full Time
Department/Group:	Administration	Department #:	TDC Admin
Location:	Tofino, BC	Rate of pay:	\$60,000
Reports To:	CEO	Position Type:	1 year term – May be Extended

Tourism and Development Manager (TDM)

This position requires the individual to be responsible for planning, implementing, and promoting tourism and travel initiatives aimed at attracting visitors and boosting the local economy. Responsibilities include developing marketing strategies, managing tourism projects, and collaborating with local businesses and stakeholders.

As a **Tourism and Development Manager (TDM)** in Tofino, BC, this role provides the opportunity to drive the Nation’s tourism sector forward, enhancing **TFN’s** appeal to visitors and contributing to economic growth while respecting and promoting the cultural heritage of the Tla-o-qui-aht First Nations.

This position is a great fit for someone who thrives on a combination of strategic planning, creative marketing, and community engagement. If you’re passionate about tourism and looking to make a significant impact on the economy while contributing to the cultural vitality of the community, this could be the perfect role for you!

Cultural Commitment:

The **TDM** is deeply committed to the cultural values of the **Tla-o-qui-aht First Nations**, ensuring that all tourism services provided are grounded in traditional ways of knowing, healing, and understanding. This role is aligned with the Tla-o-qui-aht principle of **huu-piits-tulth** (helping one another), which emphasizes cooperation, mutual support, and collective well-being. This commitment extends to fostering a thriving, healthy community that restores balance, wellness, and a deep connection to both the land and its people.

Through this position, the TDM will have the responsibility to integrate Tla-o-qui-aht teachings, traditions, and values into the tourism development process. It is essential to work collaboratively with the community to ensure that tourism projects respect and honor the cultural heritage of the **Tla-o-qui-aht** people while contributing to a sustainable and inclusive tourism model. This role provides an opportunity to enhance Tofino’s tourism offerings while nurturing a respectful relationship between visitors, the community, and the land.

This role will work closely with the TDC Marketing & Communications Manager and Tin Wis Management.

Key Responsibilities:

1. Strategic Planning and Development

- **Tourism Development Plans:** Crafting strategies that align with Tofino's long-term economic goals.
- **Market Research:** Understanding the latest trends and opportunities in the tourism industry to keep the region competitive.
- **Feasibility Studies:** Evaluating new initiatives and tourism projects to ensure they will be successful and sustainable.

2. Entrepreneurial Support

- **Business Training:** Help coordinate training and assistance to help Tla-o-qui-aht entrepreneurs develop business skills.
- **Business Development:** Create and grow tourism businesses that align with Tla-o-qui-aht/TDC's vision and principles.
- **Local Collaboration:** Working closely with local businesses to showcase the unique offerings of Tofino and its tourism experiences.

3. Project Management

- **Project Lifecycle:** Overseeing tourism projects from ideation to execution, ensuring they meet deadlines and stay within budget.
- **New Tourism Products:** Developing new experiences that can captivate tourists and keep them coming back to Tofino.

4. Stakeholder Engagement

- **Networking and Relationships:** Building strong partnerships with local businesses, community groups, and industry stakeholders.
- **Industry Representation:** Attending tourism-related events and conferences to stay connected and represent Tofino's interests.
- **Support to Businesses:** Providing valuable support and advice to local tourism operators.

5. Other Duties

- **Performance Monitoring:** Tracking the effectiveness of tourism initiatives and recommending improvements.
- **Policy Development:** Assisting in crafting tourism policies and regulations to ensure responsible growth.



- **Industry Trends:** Keeping up with the latest trends and best practices in the tourism sector to maintain competitiveness.

Skills and Qualifications:

- **Industry Knowledge:** A deep understanding of the tourism industry and its evolving trends.
- **Communication Skills:** Excellent verbal and written communication for working with diverse stakeholders.
- **Project Management:** Experience with planning, budgeting, and executing projects efficiently.
- **Marketing Experience:** A background in creating and implementing successful marketing strategies.
- **Local Knowledge:** Understanding Tofino's unique tourism assets, culture, and environment.
- **Education/Experience:** A relevant bachelor's degree or equivalent experience, with a focus on tourism, business, or a related field.

Preference will be given for a qualified Indigenous candidate.

Submit your resume, covering letter, and references letters to:

Human Resources Manager, Lis Kingsley

Email: careers@tfndevcorp.ca

or drop at the office in a sealed envelope at B-1119 Pacific Rim Highway, Tofino BC
on or before April 21, 2025