



Destination Labrador in partnership with Tourisme Côte-Nord

is now hiring a

Interprovincial Tourism Coordinator

Destination Labrador is seeking an energetic and experienced individual interested in joining a dynamic and innovative partnership of Quebec and Labrador tourism organizations to facilitate tourism destination and business development projects. As the **Coordinator**, you will work and travel within Quebec and Labrador for Destination Labrador Inc (DL) an established Destination Management Organization in the province of Newfoundland and Labrador with an interprovincial and regional focus on tourism development for Labrador and the Tourisme Côte-Nord region of Quebec.

DL is a private-sector led, partnership-based organization with a mandate to partner with tourism industry operators on marketing, product development and market readiness for Labrador tourism stakeholders.

Start Date: Jan 15, 2024. Duration: 12 months with potential of moving into a 3-year permanent position.

The following is a summary of main duties:

1. Researching, editing, and developing new Expedition 51 content for partner social media channels
2. Researching, editing, and updating online trip planning information
3. Support the organization and coordination of the FAM tours with the partners
4. Develop a communications plan and maintain a strong network between the VIC operators/staff and partner organization
5. Coordinate training and research supports for VIC operators/staff and partner organization through online conferencing platforms like Microsoft TEAMS and ZOOM platforms
6. Researching tourism operations, destination experience providers and community-based tourism events, activities, and services to facilitate content for promotional purposes
7. Through #6 above, compile a database of new product, activities and attractions and their relevant market readiness based on industry quality assurance standards (including French and English service providers and level of technology adoption) to increase their market readiness and participation in the tourism industry.

8. Organize and facilitate regular inter-provincial meetings between partners and their associated tourism industry networks. Compile meeting notes and action plans for follow up.
9. Build an online database of tourism industry operators and operations to build a stronger communications network for partners.
10. Supporting the coordination of partner marketing projects (development of new trip planning tools, consumer shows, fam tours, and VIC service-related initiatives)

Education/Work Experience

1. Post secondary education, or equivalent work experience relating to business or marketing are a strong asset.
2. Work experience in social media and tourism preferred.

The candidate should have excellent communication and interpersonal skills and preferably have experience in marketing. Being bilingual would be an asset. Must have own transportation and be willing to travel (travel expenses will be covered by federal government travel rates) and must be willing to work flexible hours when travelling.

Location: This is a work from home opportunity, based in Labrador and/or Tourisme Côte-Nord region of Quebec.

Salary: \$45,000 - \$50,000/Year commensurate with qualifications and experience.

Duration: This is a full-time position with a 12-month contract with the possibility of an extension.

Application Deadline: Dec 22, 2023

To apply, or for more detailed information on the position, please contact Randy Letto, Destination Labrador, Executive Director, via phone @ 709-897-5674, email randy@destinationlabrador.com, P.O. Box 1239, Stn C, Happy Valley-Goose Bay, NL A0P 1E0

Thank you in advance for your application and only those applicants receiving an interview will be contacted.

