



## KOOTENAY ROCKIES TOURISM ASSOCIATION

### EMPLOYMENT POSITION – BUSINESS RESILIENCY SPECIALIST

**10 WEEK - CONTRACT TERM - Mid-October – Mid-December 2020**

Kootenay Rockies Tourism Association (KRT) is a Regional Destination Management Organization that works to develop and promote the tourism industry in southeastern British Columbia. KRT provides a critical link between regional and local communities, residents, businesses, Indigenous communities and the broader provincial tourism strategy. KRT is committed to supporting their tourism businesses affected by the COVID-19 pandemic.

The Tourism Resiliency Program (TRP) is offered provincially and provides tourism businesses with meaningful, hands-on guidance and support to navigate the immediate impact of the COVID-19 pandemic. KRT is committed to supporting East and West Kootenay tourism businesses affected by the COVID-19 pandemic through execution of the TRP in our region: [TourismResiliency.ca/krtrp](https://TourismResiliency.ca/krtrp)

**We are currently seeking a Business Resiliency Specialist to administer this program.** The successful candidate will facilitate a customized support plan, then work with the business's principals throughout their journey to recovery.

#### **Responsibilities of the Business Resiliency Specialist include but are not limited to:**

- Initiating daily phone calls to regional tourism businesses to recruit them into the program, as well as gather other information to help them succeed during any pandemic or emergency situation.
- Developing 'Support Response' documents.
- Contributing ideas and feedback for the continued betterment of the program delivery.
- Working with the Marketing and Destination Development departments to manage all external communications and ensure alignment with other activities.

- Conducting survey work through one on one calls to businesses to provide valuable research.
- Demonstrating an empathetic response to stakeholders, and using active listening techniques to help the stakeholder to determine what support and service they require as they navigate the COVID-19 crisis.
- Other duties as required.

### **Requirements of the Business Resiliency Specialist:**

- Strong computer skills including Customer Relationship Management (CRM).
- Strong communication, writing and customer management skills that may include deescalating difficult situations.
- An attention to detail and good note-taking skills.
- Ability to create reports and provide metrics on the success of the program.
- A strong background in marketing, communications, stakeholder relationships or client care is preferred.

KRT believes that our success depends on talented and committed employees to provide service to our clients. If you are passionate about contributing to the tourism industry and possess related post-secondary education and/or experience, then we invite you to apply for this position. Previous CRM experience will be considered an asset.

This is a 10 week contract position reporting directly to the CEO. This can be done remotely from within BC or be based in the Kimberley, BC office.

Compensation is based on experience. Posting closes 5:00 PM MDT October 7<sup>th</sup>, 2020.

Please submit your application to [accounting@kootenayrockies.com](mailto:accounting@kootenayrockies.com) attaching a recent resume, cover letter and references demonstrating why you'd be suitable for the role.

*Note: we thank all applicants in advance for their interest; however, only qualified candidates will be contacted for an interview. Kootenay Rockies Tourism Association is an inclusive employer. We encourage applications from all qualified candidates and will accommodate applicants' needs under the respective provincial human rights codes throughout all stages of the recruitment and selection process.*

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