

Destination Events Specialist

Full time, Permanent Role

We Are

Tourism Kamloops is situated on the traditional lands of the Tk'emlúps te Secwépemc within Secwepemcúl'ecw, the traditional and unceded territory of the Secwépemc people. We acknowledge and give honour to the lands that we live, work, and welcome visitors to.

Tourism Kamloops is a destination marketing and management organization mandated to market and promote Kamloops' tourism industry and support tourism experience development to drive visitation, elevate resident sentiment, and create economic benefit through the growth of the visitor economy.

You Are

Are you passionate about bringing events to life and showcasing Kamloops as a go-to destination for tournaments, festivals, and unforgettable experiences? Tourism Kamloops is on the hunt for a Destination Events Specialist to be the driving force behind our event tourism, industry events, and destination development initiatives.

As the ultimate team player and community connector, you'll champion events big and small, build meaningful relationships with partners, and help take our vibrant region to the next level. You'll manage projects with precision, thrive in a fast-paced environment, and bring a sharp eye for detail to everything you do—all while having a bit of fun along the way!

Vision

Come share the experience and play like a local.

Values

Be real. Be bold. Be you.

Act Inclusively, Live diversely

Our community is our soul. Create greatness together.

Be the voice for this valley. If you are loud enough, it will echo.

Live with intention.

Fiercely protect the spaces we live and play in.

The Position:

Tournaments, Events & Festivals (TEF):

- Collaborate with the City of Kamloops and key partners to elevate event tourism.
- Be the go-to support for organizers, offering resources, letters of support, and participation on committees as needed.
- Take charge of the Destination Event Fund—monitor progress, budgets, and innovative opportunities.
- Build strong relationships with Local, Provincial, and National Sport Organizations, Kamloops Sports Council, and event organizers.
- Secure funding by researching, sourcing, and applying for grants.
- Think outside the box to boost Kamloops' event tourism profile, from attending trade shows to conducting economic impact studies.
- Keep event info fresh and inspiring on the Tourism Kamloops website and deliver promotional materials with flair.

Tourism Kamloops Industry Event Support

- Plan, organize, and execute Tourism Kamloops' industry events from start to finish—budgets, timelines, vendors, and flawless on-site execution are your jam.
- Collaborate with the team to ensure events are smooth, impactful, and fun.

Destination Development Support

- Provide support for destination development projects as needed to keep Kamloops on the map as a top-tier destination.

Other Responsibilities

- Represent Tourism Kamloops at community events, workshops, and meetings.
- Discover new opportunities and present your best ideas to the leadership team—innovation is always welcome here!
- General administrative support as needed.
- Live in or near Kamloops, BC—because this amazing place is where the magic happens.
- Be ready to jump in on other duties as they arise as no two days are the same!

What you bring to the table

- Post-secondary education in event planning, business administration, tourism, or a related field (or equivalent experience).
- 5+ years of experience in project management, interest holder engagement, or industry development.
- Proven ability to plan, lead, and deliver projects on time and on budget.
- A natural collaborator—you build strong relationships and bring people together to get results.
- Motivated, action-oriented, and excited to turn challenges into opportunities.
- Superb organizational skills with the ability to juggle multiple priorities and keep calm under pressure.
- Excellent communication skills—both verbal and written—paired with professionalism and a great sense of diplomacy.
- Tech-savvy with experience using Microsoft Word, Excel, Outlook, Canva, Slack, Asana, Dext, and Simpleview (we can help if some of these sound like a foreign language).
- A love for innovative ideas and staying ahead of emerging trends.
- Valid driver's license and reliable transportation—some off-site meetings and events are in the mix.
- Flexibility to attend occasional meetings or events outside of regular business hours.

What's in it for you?

- Competitive salary: **\$49,000 - \$54,000/year**
- A comprehensive benefits package to keep you happy and healthy.
- A collaborative, flexible, and forward-thinking work environment where innovation and passion are celebrated.
- Opportunities to grow, learn, and contribute to exciting projects that showcase Kamloops to the world.

At Tourism Kamloops, we value creativity, teamwork, and a positive approach to everything we do. You'll be part of a dynamic team that works hard, supports one another, and celebrates success along the way.

How to Apply?

If this sounds like the perfect role for you, send your resume and cover letter to lisa@tourismkamloops.com by January 10, 2025, at 4:30 pm.

We can't wait to meet you!

Posting Specifics

Posting Date: Dec 19, 2024

Closing Date: Jan 10, 2025

Estimated Start Date: Feb 5th, 2025