



# The Columbia Shuswap Regional District

*Is seeking a highly motivated individual to fill the following position*

## **TEAM LEADER, TOURISM AND FILM**

Work, live and play in the sunny Shuswap and enjoy a lifestyle which blends outdoor recreational opportunities and diverse cultural activities for the entire family. The Columbia Shuswap Regional District (CSRD), with its office located in Salmon Arm, invites applications for the exempt position of **Team Leader, Tourism and Film**.

This is a mid-level management position, reporting directly to the Chief Administrative Officer. The Team Leader, Tourism and Film is responsible for the development and implementation of the Strategic Marketing Plan for Shuswap Tourism, as well as overseeing and coordinating Columbia Shuswap Film Commission activities in their respective regions. Activities include marketing campaign digital strategies development and execution, public relations and media familiarization, collateral production, product development, market research, information sharing and sales and advertising.

Work involves marketing the Shuswap Tourism and Columbia Shuswap Film Commission regions to stimulate economic development and promote tourism and filming activities, with three areas of focus:

- **Destination Marketing** - promoting the region to potential domestic and international visitors, media and trade.
- **Destination Development** - providing advice about best business practice, supporting relevant projects, as well as planning for a sustainable growth across the local tourism economy.
- **Film Production Promotion and Support** – attracting and supporting motion media production crews (including movies, television, and commercials) to shoot on location in the region.

The Team Leader will plan, develop and deliver a wide range of effective tourism destination marketing and film commission promotion and information support initiatives, and the organization's overall communications strategy. This position will work closely with funding partners and tourism and film industry stakeholders to promote a consistent brand message.

The preferred candidate will have:

- Bachelor's degree from a college or university with academic coursework in a hospitality, tourism, international marketing, business administration or other closely related field of study strongly preferred.
- Film Commissioner designation through appropriate industry workshops would be an asset.
- Minimum five (5) years of related experience in marketing and/or communications, with specific destination marketing experience being a strong asset.
- Additional experience in project management, public consultation, marketing strategies and program development would be considered an asset.
- Previous grant writing and project reporting experience.
- Demonstrated understanding and previous experience working in support of community or regional destination marketing.
- Previous experience developing tourism marketing assets and other related print and digital collateral.
- Demonstrated understanding of strategic, data-driven tourism marketing campaign development and execution.
- Previous experience working in local or regional government setting, specifically understanding and engaging in Board and Advisory Committee communications and process.



## The Columbia Shuswap Regional District

*Is seeking a highly motivated individual to fill the following position*

If you are ready to pursue a rewarding career opportunity in one of British Columbia's most sought after locations, then please submit your covering letter and resume by **Tuesday, November 30, 2021 at 4:00 PM (Pacific Time)** to:

**Kerri Wirth**

Human Resources Advisor  
Columbia Shuswap Regional District  
Email: [hr@csrd.bc.ca](mailto:hr@csrd.bc.ca)  
555 Harbourfront Drive NE  
Box 978, Salmon Arm, BC, V1E 4P1

To view a complete job description and for more information on our community please visit:  
[www.csrd.bc.ca](http://www.csrd.bc.ca)

*Applications will be treated as confidential. We thank all applicants; however, only those selected for an interview will be contacted.*