



TOURISM JASPER

Business Development Coordinator

Tourism Jasper is the Destination Marketing Organization for Jasper and Jasper National Park, charged with driving visitation to Jasper for the benefit of our Shareholders. Tourism Jasper is an award-winning innovative team of destination marketers, we strive to return value to our Shareholders and facilitate extraordinary experiences for visitors.

Position Summary

Reporting to the Director of Business Development, the Business Development Coordinator is responsible for administratively supporting the Travel Trade and Media Teams. This includes coordinating client familiarization tours to Jasper, planning media itineraries and managing Tourism Jasper's client database.

The Coordinator will play a key role in driving Tourism Jasper's effectiveness as a team. As a relevant and practical resource for Tourism Jasper Shareholders to grow their business, a proactive and detailed oriented approach to business development is required to deliver on Tourism Jasper's strategic objectives.

Key Objectives

- Drive effectiveness within the Business Development unit through a high degree of organization and professionalism
- Execute seamless client and media visits
- Create value for Shareholders through lead generation and referrals

Client Visit Coordination

- Coordinate and deliver detailed Familiarization Tour (FAM) itineraries for travel trade and media clients
- Manage multiple complex logistical projects simultaneously
- Maintain positive and professional relationship with Tourism Jasper Shareholders and industry partners
- Occasionally host clients and media FAMS
- Manage budgets for each FAM
- Compile and deliver welcome package/materials

Administration

- Own the Tourism Jasper Customer Relationship Management System (CRM)
- Update and manage Shareholder database
- Maintain positive and professional relationship with Tourism Jasper Shareholders and industry partners
- Other duties as required



IF YOU
ENCOUNTER
A MOUNTAIN
LION

1.

Don't run.

2.

Raise your
arms and make
yourself big.

3.

Show your teeth.

4.

Grab a stick and
fight the mountain
lion violently, striking
its nose and eyes.



Qualifications

- Degree in Business Management, Marketing, Tourism or related field.
- 1-3 years experience in a high-performance environment with demonstrated organizational experience. This could include DMOs, agencies or private enterprise.
- Skilled in business development or event management. Previous tourism industry experience is considered an asset.
- Familiarity of CRM systems, specifically Simpleview
- Understanding of professional conduct and protocol.
- Knowledgeable in hotel, experience and travel bookings processes.
- Excellent relationship skills, highly collaborative, can build rapport and credibility quickly with all levels of the organization and diverse industry.
- Proven ability to prioritize and manage multiple accounts/projects, vendor relationships and deliver results.
- Highly developed project management and organizational skills. Works well under pressure and delivers on time.
- Desire for professional development and growth

Other Information

- This position is based in Jasper, Alberta.
- Hours of Work: 40 hours per week, with occasional evening and weekend hours required.
- Competitive salary available to qualified candidates.
- This position offers an excellent benefits package.
- Other benefits include corporate ski passes, professional development budget, quarterly team building activities all in a casual, dog friendly office environment.

If you have the qualifications to succeed in this role, submit a cover letter and resume with the job title in the subject line of your email directly to Tulene Steiestol, Director of Business Development at tulene@jaspercanadianrockies.com.

We wish to express our appreciation to all applicants for their interest and advise that only candidates selected for an interview will be contacted. Any personal information submitted will be managed with the strictest of confidentiality.