

**Posting: Project Coordinator
Crown of the Continent Geotourism Council**

Location: Requires Montana residence based in the Flathead Valley area (NW Montana) and ability to travel internationally.

Terms: Full-Time Contract

Salary range: Depends on education and experience

Reporting to: Crown of the Continent Executive Committee

Fiscal Agent for Contract: Whitefish Convention and Visitors Bureau, Whitefish, Montana, USA
This Position is a Contract for Services. The Project Coordinator will provide his/her own office space, equipment and cover any fees and insurance applicable to working as an independent contractor.

Primary Purpose of the Position:

The Crown of the Continent Geotourism Council is an international transboundary collaboration between partners in southwest Alberta, southeast British Columbia and northwest Montana. The Project Coordinator serves as the contracted staff member for the Crown of the Continent Geotourism Council and reports to the Crown of the Continent Executive Committee (EC). The Project Coordinator implements Council goals and designs and carries out strategies to meet Council objectives and outputs. This position serves as the liaison between the Crown of the Continent Geotourism Council and its geotourism partners. The Project Coordinator communicates the value of geotourism and the mission of the Council to local communities, organizations, and businesses in the Crown of the Continent region.

ESSENTIAL FUNCTIONS: % OF TIME

1) Internal Coordination & Administrative

20-25%

- Coordinate communications of the Crown of the Continent Geotourism Executive Committee (EC). Organize and lead EC meetings.
- Create and implement a yearly coordinator work plan consistent with the 2016-2019 Strategic Business Plan.
- Serve as the EC's liaison with National Geographic and website development agency, Elebase.
- Serve as the Council's representative with National Geotourism Stewardship Council and Recreate Responsibly Coalition and other groups as directed by the executive committee. Have the capacity to take leadership roles.
- Serve as the lead liaison between the EC and other state, provincial and regional partner groups.
- Responsible for budget management, financial reporting and regular activity reporting to the Executive Committee.
- Administrative duties and other duties as mutually agreed upon by the Council and Contractor.

2) Community Education and Outreach

30-40%

In cooperation with the Executive Committee and other geotourism partners, develop and implement community and business outreach around the region that is consistent with the Council's goals of stewardship, sustainability, communication, education, and geotourism business development. This includes but is not limited to, educating target audiences about:

- The distinct cultural, historical, environment and community values and character of the Crown of the Continent region;
- The economic and social value of geotourism to local communities and businesses; and

- The principles and practices of geotourism at the business, community and regional scale.
- Serve as liaison with Indigenous groups and First Nations communities.
- Represent and serve rural and remote communities:
 - Incoming Routes/Gateway Communities
 - Firesafe
 - Recreate Responsibly
 - Electric Vehicle initiatives

4) Marketing/Communications

10-20%

- Coordinate external website promotion with geotourism partners
- Organize and execute a strategy for the Council, including:
 - Content development and curation
 - National Geographic Crown of the Continent Geotourism MapGuide
 - Principal content editor and field expert coordinator for www.crownofthecontinent.net
 - Visit and recreate responsibly messaging
 - E-Newsletters (stakeholder & consumer)
 - Social media
 - Engage in media outreach regarding geotourism, Council initiatives, and education and promotion of the Crown of the Continent Region.
 - FAM - bloggers, influencers
 - Press releases
 - Magazine, guide book, and website stories

5) Development

10-15%

Along with the Executive Committee, identify and develop ongoing and new revenue sources to sustain and grow the partnership and its initiatives.

TOTAL 100%

Minimum Qualifications, Competencies, Education, and Skills

- BA or BS highly preferred, or equivalent experience.
- Excellent writing, editing, verbal, and organizational skills.
- Ability to drive positive change with storytelling and media through editorial and public presentations.
- Background and success in fundraising work is an asset.
- Demonstrated strong intrapersonal skills with ability to work with a diversity of individuals and organizations.
- Proven track record of ability to communicate effectively with and motivate community interests.
- Interest and/or experience with issues involving tourism, conservation, and economic development.
- Established community leadership profile a plus.
- Ability to travel internationally (must have passport) and spend time in communities around the Crown of the Continent (U.S. and Canada).
- Commitment to seeking innovative connections between commerce, communities, recreation, and conservation.
- Demonstrated ability to develop and conduct public outreach events.

- Strong self-starter with the ability to work independently.
- Strong planner and organizer, with ability to problem-solve and manage multiple projects simultaneously.
- Preferred computer skills – proficiency with Microsoft Office products, Mailchimp, social media platforms, website content management, ability to host and manage virtual meetings

Commitment to the Mission of the Crown of the Continent Geotourism Council

- Provide opportunities to learn, to experience, and to enjoy the Crown of the Continent while contributing to regional well-being.
- Pursue cooperative projects that expand and enhance these visitor and resident opportunities and encourage sustainable businesses through geotourism activities, including stewardship, education, and regional promotion.

Physical Environment: As an independent contractor you will work remotely, as needed, and meet with clients and stakeholders, as needed. Must be able to check-in monthly with a fiscal agent in Whitefish, Montana. You will have the flexibility to work from home and on the road. This will require travel between Canada and the USA, as conditions allow. Expect 50% of time to be spent traveling around the region with some months more than others dependent on work needs.

To Apply: Send a resume and cover letter outlining your interest and qualifications by October 29th to:

Crown of the Continent Geotourism Council
c/o Dylan Boyle
Whitefish Convention and Visitors Bureau
dylan@explorewhitefish.com
(406) 862-3390

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