

Rainy River First Nations – Job Posting
DESTINATION DEVELOPMENT & MARKETING LEAD SEPTEMBER 2026



Full-Time Contract (2-year term)

The Destination Development & Marketing Lead will be responsible to help strengthen and promote Kay-Nah-Chi-Wah-Nung Historical Centre as a welcoming and meaningful destination for visitors by leading initiatives that support destination development, tourism promotion, marketing, partnerships, and community engagement. This position will work closely with community members, local businesses, organizations, tourism partners, and leadership to identify opportunities that showcase the community's culture, land, stories, events, and experiences in a respectful and authentic way.

The ideal candidate is a strong communicator and relationship builder who can balance creativity with organization, project coordination, and strategic thinking.

PRIMARY ACCOUNTABILITIES

- Develop and implement destination development and marketing strategies that align with organizational and community priorities.
- Create engaging content for websites, social media, promotional materials, newsletters, and other communications.
- Coordinate tourism and destination development projects from planning through implementation.
- Build and maintain positive relationships with community members, businesses, tourism organizations, municipalities, regional partners, and other stakeholders.
- Identify opportunities for tourism growth, partnerships, funding, events, and visitor experiences.
- Support the development of visitor-ready experiences, attractions, products, and services.
- Work with community members and Knowledge Keepers, where appropriate, to ensure cultural information is shared respectfully and with appropriate permissions.
- Track project progress, budgets, engagement, and marketing results.
- Assist with grant and partnership opportunities related to tourism, economic development, and destination marketing.

QUALIFICATIONS

- Post-secondary education in Tourism, Marketing, Communications, Business Administration, Economic Development, or a related field is preferred.
- Experience in tourism, destination development, marketing, communications, economic development, event planning, or a related field.
- Experience with photography, videography, graphic design, website management, or digital content creation is an asset.
- Experience with funding applications and reporting is an asset.
- Knowledge and understanding of Indigenous communities, cultures, protocols, and perspectives is considered an asset.
- Ability to develop positive relationships with community members and external partners.
- Strong organizational and project-management skills with the ability to manage multiple priorities.
- Strong written, verbal, interpersonal, and presentation skills.

POSITION REQUIREMENTS

- Satisfactory criminal record check and vulnerable sector screening.
- Valid driver's license and satisfactory driver's abstract.
- Adherence to Rainy River First Nations' drug testing policy.

PERKS & BENEFITS

As a valued team member, you will be eligible for:

- 2 weeks Paid vacation
- 2 weeks Paid Christmas vacation
- 5 Paid Cultural Days per year
- 5 Personal Leave Days per year
- 100% employer paid health and dental benefits
- Employer pension contribution matching

HOW TO APPLY:

Please submit applications with cover letter and current resume to: hr@manitourapids.ca. Posting open until filled. We thank all candidates who apply in advance, however only those selected for an interview will be contacted.

2025-2028

Rainy River First Nations Chief & Council

We extend our warm welcome and encourage all interested individuals to submit their application for employment opportunities in a safe and non-discriminatory environment. Our focus and inspiration originate with the Grandfather Teachings of Love, Respect, Truth, Honesty, Humility, Courage, and Wisdom.

To learn more about Rainy River First Nations and other employment opportunities we have available, scan the QR code or visit www.rainyriverfirstnations.com

