



Campbell River Whale Watching and Adventure Tours

Toll Free: 1-877-909-2667

Local: 1-250-287-2667

info@campbellriverwhalewatching.com

www.campbellriverwhalewatching.com

Tourism Cultural Ambassador



Summary of Position

The Tourism Cultural Ambassador for Campbell River Whale Watching & Adventure Tours, which is owned by Wei Wai Kum First Nation, serves as the cultural heart of our operations, guiding guests through meaningful interactions that highlight the traditions, history, and spiritual significance of the land and the sea. This role combines storytelling, education, guest hosting, and hands-on engagement to create transformative experiences for international and domestic travelers.

During the season, you will work at our cultural experience center (the yellow building located on the dock at Discovery Harbour Marina), at our float house office, and out on the water aboard our vessels. At the cultural center, you will host guests as they engage with cultural and educational videos, deliver safety briefings infused with cultural teachings, and facilitate interactive experiences as developed. On the water, you will accompany tours to deliver cultural teachings at traditional use sites and integrate Indigenous perspectives with wildlife sightings.

You will collaborate closely with our naturalist guides, captains, and hospitality team to deliver integrated tours that honor our ancestors' deep connection to these waters. Emphasis is placed on respectful wildlife observation, cultural sharing, and building understanding and appreciation for First Nations perspectives and environmental stewardship.

During the off-season (Nov-Feb), you will partner with the Wei Wai Kum First Nation team, assisting with cultural initiatives and events that both support tourism, but also the cultural values of the Nation.

Job Type: Full-Time hourly, permanent

Compensation Wage Range: \$28.00-33.00/hour, based on experience

Schedule/Hours: Full-time (37.5 hours/week). Scheduled days may vary week-to-week.

This position is full-time with CRWW from March to October, then supports both CRWW and WWK from November to February to help advance cultural and tourism objectives. Weekends/evenings may be required, as needed. Travel will also be required on occasion.

Reports to: Managing Directors, CRWW/Wildcoast Adventures, *Please note that the reporting structure for WWK during the off-season is still being developed and will be communicated once finalized.*



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Primary Responsibilities March - October:

- **Cultural Center Hosting:** Welcome and host guests at the cultural experience center within Discovery Harbour Marina. Facilitate the viewing of cultural and explanation videos, providing context and answering questions. Some hosting will occur outdoors on the docks.
- **Cultural Safety Briefings:** Deliver pre-trip safety briefings in a culturally grounded way, setting a respectful and educational tone for the journey ahead.
- **Interactive Demonstrations:** Coordinate and lead hands-on cultural demonstrations at the dock, which may include singing of a traditional song, drumming, or traditional artwork demonstrations.
- **On-Water Cultural Guiding:** Accompany guests on boat trips to deliver authentic narratives and cultural teachings out on the water and at specific traditional use sites.
- **Storytelling & Knowledge Sharing:** Deliver authentic narratives on Wei Wai Kum and Ligw̓ildax^w history, traditions, and the significance of the territory. Integrate these cultural insights seamlessly with wildlife sightings (e.g., whales, bears, eagles).
- **Guest Interaction & Tour Facilitation:** Lead small groups on the cultural components of tours. Co-create tour content that honors diverse voices within the Nation by working with Knowledge Keepers, captains, and guides.
- **Customer Satisfaction:** Provide high-level hospitality to guests, adapting content to the interests and backgrounds of diverse guest groups to ensure inclusive and memorable experiences.
- **Team Support:** Provide on-tour and at-dock support to the team, handling unexpected situations professionally, and assisting with logistical coordination aboard all vessels and at the dock.
- **Wildcoast Adventures Support:** Provide support to our kayaking guide and guest services team at Wildcoast Adventures on Quadra Island. Support for Wildcoast will consist of developing materials and training staff to acknowledge and discuss First Nations territories and history in a respectful way with guests.

Primary Responsibilities Offseason November - February:

- **Material Development and Training:** Provide research and development of materials for use on tour and at the float house. These materials will assist the cultural ambassador and other staff to deliver authentic cultural experiences during the following season. Provide training on proper use of the materials to staff.
- **Marketing Team Support:** Provide the marketing team with guidance on culturally accurate messaging to market the company's experiences around the world.
- **Attending Events:** Accompany other team members to events to represent and promote the experiences. This may include trade shows, community events, and school classrooms. Some travel will be required.
- **Wei Wai Kum First Nation Support:** Assist the Nation 1-2 days/week during the off-season, advancing the initiatives and priorities as outlined by Chief & Council and the Executive Director.



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Position Qualifications:

Please be advised that while certain qualifications listed below are required, many are preferred. Experience and competencies outlined may be acquired through comprehensive on-the-job training, which will encompass essential leadership development.

Experience

- Lived experience and knowledge of Wei Wai Kum, Ligwítaxw, or Kwakwaka'wakw culture, history, and traditions is required.
- 1+ years in tourism, guiding, education, or hospitality roles, with a strong focus on guest-facing interactions is preferred.
- Previous experience in wildlife or cultural tourism is preferred.
- Successful completion of a Criminal Record Check and background verifications.

Skills

- Excellent communication and interpersonal skills, with a warm, engaging demeanor suitable for diverse, international guest groups.
- Strong storytelling abilities and comfort speaking in front of groups.
- Organizational skills and attention to detail, with a strong ability to focus on guests' needs.
- Problem-solving and time-management skills, with the ability to work well under pressure.
- A deep passion for nature, cultural sensitivity, adaptability, and a commitment to truth-telling, reconciliation, and environmental stewardship.
- Certifications: Seaworthy, basic first aid/CPR certifications, boat operator training (SVOP/MED A3 is an asset), and a valid driver's license. Please note that many of these certifications can be obtained post-job offer.

Company Overview:

- We are proudly owned by the Wei Wai Kum First Nation.
- We are Campbell River's largest and busiest whale watching organization, offering a variety of tours aboard a variety of vessels.
- Wildcoast Adventures is our sister company that provides world class guided kayaking and glamping experiences from Quadra Island.
- We have won multiple awards related to Sustainability and Eco-Tourism
- We are a tight-knit team who love our jobs and the opportunities that they present.
- We are always looking for the opportunity to promote from within and support employees within their respective careers.
- We are an equal opportunity and inclusive employer and we value diversity. We work hard to create a culture that does not discriminate on the basis of race, colour, religion, sexual orientation, age, national origin, marital status or disability status.

Please submit a cover letter and resume to careers@crww.ca by June 3, 2026