



Cultural Ambassador Full-Time

Campbell River Region
Campbell River

Wednesday May 20, 2026

\$26 - \$30/ hour

Company: Campbell River Whale Watching and Adventure Tours

Website: <https://campbellriverwhalewatching.com/>

Industry: Tourism/ Hospitality

Remote/Camp Based Job: No

How to apply:

email careers@crww.ca by June 3 2026

Attachment: [2026 Cultural Ambassador- 5.20.26.pdf](#)

Expiry Date:

Wednesday, June 03, 2026

Details:

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.

Qualifications & Experience:

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, Ligw̓idax̓, 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.
