

## **GSTC Communications Volunteer**

What is sustainable tourism? Sustainability in tourism goes beyond “green” tourism. Sure, it includes environmental factors -- including carbon emissions and climate change, fresh-water management, wildlife protection, and more – but it also includes social responsibility – including poverty reduction, cultural heritage preservation, the fight against child trafficking and sex tourism, and much more. GSTC’s programs promote high quality sustainable tourism programs around the world so everyone benefits from tourism.

### **About the GSTC:**

The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders. The GSTC is independent and neutral, serving the important role of managing its global baseline standards for sustainability in travel and tourism. It is mostly a volunteer organization. Financial support from donations, sponsorship, and membership fees are critical to our own sustainability.

At the heart of this work are the GSTC Criteria. There are two sets of GSTC Criteria: [Destination Criteria](#) and [Industry Criteria](#). These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world’s natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation.

The GSTC is a USA-registered 501(c)3 non-profit organization that represents a diverse and global [membership](#), including UN agencies, leading travel companies, hotels, country tourism boards, tour operators, individuals and communities – all striving to achieve best practices in sustainable tourism. We are a [virtual organization](#) with staff and volunteers working from all six populated continents.

### **Duties:**

The Communications Volunteer will work remotely, and will have the opportunity to learn from the GSTC while contributing to GSTC’s mission to promote sustainable tourism practices throughout the world.

1. Identify and outreach to new media contacts
2. Support press releases and other external communications
3. Support the monthly newsletter, including growing its readership
4. Create a Wikipedia entry in English

### **Application Procedure:**

Qualified candidates are invited to submit their CV plus a letter stating their motivation and interest in the position to GSTC General Manager Mr. Roi Ariel at [info@gstcouncil.org](mailto:info@gstcouncil.org).

Candidates of interest will be contacted for further information. Volunteer applications will be accepted on an ongoing basis for future openings, but for current consideration should be submitted by 27 January 2017.

### **Essential Qualifications**

- Professional working proficiency in English
- University Degree or equivalent level qualification in Tourism, and/or other Social Science related fields
- Be passionate about and familiar with sustainable tourism
- Comfortable with working independently and remotely (from home). The GSTC is a "virtual" organization, and truly global
- Comfortable with working across different cultures. Our staff, Country Representatives, Board members, Working Group and Committee members, and volunteers work from various locations around the world
- Good communication skills

### **Desirable Qualifications**

- Experience in tourism related work
- Experience in outreaching
- Experience in communications related work
- Strong organizational and interpersonal skills