



JOB POSTING: Chief Executive Officer

Status: Full Time, Permanent

Salary Range: \$110,000 - \$135,000

Location: Kamloops, BC, Canada

Tourism Kamloops is on the hunt for a passionate leader to champion and drive the visitor economy in Kamloops - to be a spokesperson for our wide-open spaces and vibrant community. We are looking for a leader who is open to innovative solutions, is future-focused, and has a passion for tourism.

Our organization's leader loves building a thriving team, managing daily operations, stepping up as spokesperson and cheerleader, and reaching BIG goals. Tourism Kamloops' champion is an expert in managing core destination marketing organization activities including brand and marketing, community engagement, interest holder and partner relations, destination development and visitor experience, travel trade relations, corporate communications, research, finance, and administration.

If you are a strategic leader with confidence in delegation, partner relations, and destination development, you could be our next **CEO**.

Reporting to the Board of Directors and accountable to interest holders and funding partners, our CEO is responsible for providing vision and strategic recommendations to the Board of Directors. The CEO is an implementer and driver; monitoring the progress of our strategic and operational plans, overseeing the operating and capital budgets, providing clarity of purpose, and promoting an environment of inclusivity, collaboration, accountability, continuous improvement, and innovation.

Tourism Kamloops' new leader will build upon our success and implement a strong strategy focused on supporting and promoting the tourism sector in Kamloops.

Roles

- **Organizational Leadership**
 - Providing effective leadership to all employees; creating an environment where team members thrive.
 - Ensuring a quality and safe workplace where staff are motivated, guided, and empowered to meet Tourism Kamloops' goals.

- o Overseeing all business functions of the organization including marketing and communications, destination development, partner and community engagement, visitor experience, innovation, sustainability, and finance and administrative functions.
- o Collaboratively develop and implement the annual operational plan.
- o Ongoing monitoring and measurement of organizational goals and objectives, and proactive re-evaluation as needed.
- o Investing time, resources, and tools to stay on top of trends, market opportunities, and potential issues.

- **Finance & Administration**

- o Developing 5-year Municipal Regional District Tax renewal plans and budgets for approval by the Ministry of Finance/Destination BC (next plan will be due in 2027) and ensure continued compliance.
- o Timely and accurate reporting and communication to all funding sources, agencies, and municipalities as required.
- o Managing and nurturing existing funding sources and partnerships.
- o Developing strategies to identify and pursue new sources of revenue or services which would assist Tourism Kamloops in carrying out its mission and grow its funding.
- o Collaboratively developing an annual business plan and operating budget and monitor the budget and adjust the allocation of resources as required.
- o Participating in an annual audit and ensuring all regulatory filings are reviewed and completed in a timely manner.
- o Ensuring all organizational activities are implemented and in compliance.

- **Marketing, Destination Development, Events & Visitor Experience**

- o Working with the marketing team to create brand awareness and drive visitation to Kamloops through advertising, content marketing, and other activations.
- o Co-chairing the Industry Marketing Advisory alongside the Board Chair.
- o Developing an events strategy, helping identify, fund, and develop events with key partners that drive visitation and create a positive guest experience.
- o Working with the Destination Development team to ensure the building of strong relationships with airlines, tour operators, meeting planners, and sport and event organizers to effectively promote Kamloops in key markets

(domestic and international) through training and education, direct sales, and cooperative marketing programs.

- o Ensuring destination development efforts focus on air access and connectivity, new experiences and product development, and reputation management.
- o Ensuring the visitor experience team develops and implements an effective visitor experience strategy providing an exceptional Kamloops guest experience, increasing net promoter score, and developing a positive destination reputation.

- **Advocacy, Communication & Research**

- Developing and implementing advocacy programs to educate and enlist the support of industry, residents, and elected officials as collective tourism ambassadors.
- Step up as primary spokesperson for Tourism Kamloops.
- Maintaining collaborative relationships with Kamloops Accommodation Association (KAA), Thompson Okanagan Tourism Association (TOTA), BC Destination Marketing Association, Destinations International, Tourism Industry Association of BC (TIABC), Indigenous Tourism BC, Tourism Industry Association of Canada (TIAC), Destination Canada, Indigenous Tourism Association of Canada (ITAC), and Destination BC.
- o Staying current on Provincial and Federal policy issues that impact the tourism economy in order to advocate, lobby, and participate in discussion as needed.
- o Participating in municipal development discussions and actively supporting economic development, community safety, and community engagement groups.
- o Developing relationships with government officials including Indigenous communities and attending industry and advocacy events at the Federal, Provincial and local level.
- o Overseeing performance data reporting including occupancy reporting, interest holder surveys, resident sentiment surveys, visitor survey, economic impact analysis and other research projects.

Personal Characteristics

Our CEO is:

- Resilient. Has the energy, drive, and fortitude to move an organization forward in any environment.
- Visible, extremely collaborative, and adept at fostering relationships.
- An excellent communicator with the ability to be a persuasive consensus builder.
- Results-oriented, data-driven, and takes a proactive approach; focused on impact.
- Intelligent, analytical, and thoughtful.
- Comfortable making tough decisions; stays the course. Possesses sound judgment.
- Demonstrates uncompromising professional integrity, personal values, and character. Is trustworthy and can build trust amongst diverse partner groups.
- Creative; open to new ideas and new ways of doing things and understands the value of compromise when operating in an environment that serves broad and diverse constituencies.
- Accountable.
- Focused on leading with integrity, fairness, and transparency.
- A champion of diversity, equity, and inclusion throughout the organization and industry.

Qualifications

- University degree in a related discipline - business, marketing, communications, tourism, or an equivalent mix of education and experience. A Master's or Post Graduate degree is an asset.
- 10+ years of progressive, related experience with a track record of success at senior levels. A combination of education and experience may be considered.
- Experience with association management and/or not-for-profit leadership is an asset.
- Tourism experience is strongly preferred.
- Proven ability to lead an organization with varied partners, interest holders, and external third parties.
- Demonstrated ability to drive growth and advance business objectives.
- Knowledge of Kamloops and the BC region is a definite asset.



Tourism Kamloops

Tourism Kamloops is a destination marketing and management organization with a mandate to market and promote Kamloops' tourism industry, support tourism experience development, drive visitation, elevate resident sentiment, and create economic benefit through the growth of the visitor economy.

OUR PURPOSE

Amplify our community with intention, unleashing the power of our BOLD, REAL people and spaces.

OUR VISION

Come share the experience and play like a local.

OUR VALUES

Be Real. Be Bold. Be You.

Act inclusively, live diversely.

Our community is our soul. Create greatness together.

Be the voice for this valley. If you are loud enough, it will echo.

Live with intention & respect.

Fiercely protect the spaces we live and play in.

Tourism Kamloops is situated on the traditional lands of the Tk'emlúps te Secwépemc within Secwepemcúl'ecw, the traditional and unceded territory of the Secwépemc People. We acknowledge and give honour to the lands that we live, work, play, and welcome visitors to.

To apply, please send your cover letter and CV to: Board@tourismkamloops.com

