



## Chief Executive Officer

**Contribute to the growth of tourism in Kelowna in this leadership role.**

**Tourism Kelowna** is the destination marketing engine for Kelowna and the Central Okanagan responsible for driving overnight accommodation demand and promoting Kelowna as a desirable destination. In partnership with diverse stakeholders, Tourism Kelowna increases the economic benefit for area tourism businesses, our city, and surrounding communities.

Tourism Kelowna is currently seeking an innovative, charismatic **CEO** to lead their team. Supporting the Board of Directors, the CEO is responsible for the overall implementation and execution of the organization's strategic plan. This position will drive Tourism Kelowna's strategic direction through oversight and implementation of key marketing strategies, supporting and building strong community relationships and managing budgets and the team.

Other responsibilities of the CEO include:

- Creating policies, establishing practices and developing activities that align with the organization's strategic plan,
- Overseeing and approving operational budgets and plans, ensuring all activities are legally compliant and fiscally and operationally sound,
- Supporting the Board of Directors in the formulation of strategic plans,
- Building rapport and establishing strong, productive relationships with staff, industry members, business and tourism agencies, various levels of government, and other stakeholders, and
- Representing Tourism Kelowna publicly and ensuring Tourism Kelowna is leading industry trends, and current with statistics and research.

As the ideal candidate, you will possess excellent creative and strategic thinking skills as well as exemplary leadership ability including vision, people management, and fiscal responsibility. This position requires the completion of a degree with a focus in business or related field as well as 5+ years' experience in a senior leadership position ideally in a direct marketing organization and/or marketing capacity. As the CEO, you will often be the spokesperson of the organization, requiring exceptional verbal and written communication skills as well as confidence in front of media and in the public eye.

### How to Apply

Tourism Kelowna is seeking a professional, community driven individual to join their team. If you believe your skills and expertise align with the description above, please apply online by clicking the following link and completing the applicable fields:

[http://www.lovehr.ca/opportunities/?\\_bi\\_jid=11983](http://www.lovehr.ca/opportunities/?_bi_jid=11983)

We thank all applicants for their interest. We will be in touch with those selected for interviews.