

**JOB POSTING**  
**Competition #07-2019**

**POSITION:** Executive Director

**HOURS OF WORK:** 35hrs/week

**SALARY:** Starting at \$60,000 per year

**START DATE:** September 15, 2019

**About Tourism Kimberley:**

Tourism Kimberley is a full service Destination Management Organization representing the tourism industry and stakeholders within the Kimberley, BC area. Organizational structured as a not-for-profit society its mandate is

*To successfully market and facilitate the development of a unique all-season resort community, where stakeholders demonstrate total commitment to strengthening the tourism economy, the visitor experience is characterized by quality, seamless service delivery, and the entire community appreciates the benefits.*

**The Opportunity**

Reporting to the Board of Directors, the Executive Director plays a critical role in enhancing Kimberley's tourism industry by implementing the strategies and actions identified in the current strategic and business plan. As well, the Executive Director provides leadership in developing and implementing new programs, marketing initiatives and organizational and financial plans and represents Tourism Kimberley to agencies, organizations and the general public and establishes lasting working relationships and collaborative arrangements with the community at large.

If you are ready to apply your many talents to a leadership role in a great organization supported by excited and engaged stakeholders that offer world-class hospitality and original experiences, we want to hear from you!

**DUTIES:**

Duties include, but are not limited to:

- Manage Kimberley Visitor Information Centre
- Participate with the Board of Directors in developing a vision, strategic plan and policy framework to guide the organization.
- Develop an annual business plan, including marketing activities, tactics and budget.
- Oversee specific marketing and tourism programs and development of collateral and advertising that support the strategic plan.
- Responsible for public relations as well as the development and execution of communication programs to raise community awareness of TK supported events, marketing programs and issues.
- Identify and lead the development of new tourism products and offerings.
- Identify and prepare applications for suitable grants, sponsorships and other external funding opportunities.
- Develop and maintain effective relationships and work collaboratively with the City of Kimberley, the Kimberley Chamber of Commerce, local business improvement associations and other appropriate stakeholders.
- Represent TK and give presentations at tourism events, conferences and to stakeholders as required.
- Manage the selection, training and evaluation of TK staff.
- Together, the Board and Executive Director ensure the accomplishment of the mission and vision, and are accountable to the City of Kimberley, TK's membership and stakeholders
- Others duties as required.

## **REQUIRED QUALIFICATIONS:**

### **EDUCATION:**

- Must enjoy and demonstrate commitment to the amenities and tourism offerings within Kimberley
- Degree in business, marketing, tourism or related discipline and/or 5 years experience in tourism and/or related business environment.
- Knowledge of the local, regional and national market.
- Proven financial, human resources, strategic planning and board management skills.
- Ability to manage partnerships, contracts and consultants and identify fundraising opportunities.
- Expert knowledge of the leisure, corporate markets, educational and experiential travel, tourism trends and market segments.
- Management capabilities and ability to build capacity and confidence with staff, volunteers, business partners, and stakeholders.
- Experience in establishing and monitoring performance frameworks, developing policy, tourism packaging, pricing, and market development.
- Excellent verbal and written communications skills
- Experience with web applications and proficiency with social media tools.

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- Proven ability to work collaboratively with all sectors of the community, board and volunteers.

### **Compensation:**

Up to \$60,000/year based on a 35 hours/week, commensurate with experience. Additional benefits include annual ski pass and golf pass. This position also starts with three weeks annual vacation.

Interested applicants are requested to submit a Job Application Form or covering letter, resume, and Driver's Abstract. Please quote the competition number. Applications will be received up to **4:00 pm local time, August 30, 2019** and must be addressed in confidence to:

**Competition #07-2019**  
Chair, Board of Directors  
Tourism Kimberley Society  
PO Box 128  
Kimberley, British Columbia  
V1A 2Y5

Email: [\\_kieranhickey05@gmail.com](mailto:_kieranhickey05@gmail.com) (Submissions in Word or .pdf formats only)

*All applications and enquiries will be treated in strict confidence.  
We thank all applicants for their interest, however, only candidates selected for an interview will be contacted. The personal information gathered will be used solely for application selection in accordance with the British Columbia Freedom of Information and Protection of Privacy Act.*