



## CHIEF EXECUTIVE OFFICER

**Aboriginal Tourism B.C. (AtBC)** is seeking a talented, energetic and self-motivated CEO. Do you have what it takes?

Located on Coast Salish Territory in West Vancouver, B.C. AtBC is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Aboriginal tourism industry. Through training, information resources, networking opportunities and co-operative marketing programs, AtBC is a one-stop resource for First Nations entrepreneurs and communities in B.C. operating or looking to start a tourism business. AtBC works closely with tourism, business, education and government organizations to help B.C.'s Aboriginal tourism businesses offer quality experiences and actively promotes these experiences to visitors and local residents.

The CEO, along with the support of the management team, oversees all planning and operations at AtBC. The CEO reports directly to the Board of Directors, supports the development of strategic plans/policies, and ensures those plans and policies are effectively carried out. While overseeing all human and financial resources, the C.E.O. has responsibility to ensure AtBC's performance meets the strategic plan, as approved by the Board of Directors.

### DUTIES:

Working closely with a Board of Directors and staff, the successful candidate will:

- Oversee all AtBC's operations and provide effective leadership to the organization as a whole;
- Represent AtBC's interests through extensive networking and public relations;
- Provide robust and ongoing business development;
- Provide leadership over all to AtBC's programs and services and support in all operational areas;
- Build AtBC's funding base in a proactive manner;
- Manage all areas of risk (i.e. operational, health, safety, financial and business);
- Bring financial expertise to the budgeting process and encourage sound policies and practices;
- Establish and nurture good relationships with other provincial tourism regions, Aboriginal business and industry sectors, governments, and other partners;
- Foster the vision of the organization, coach/mentor staff, and encourage employee training and development; and
- Support the Board of Directors' goals and priorities.

### QUALIFICATIONS:

Preferred qualifications include the following:

- A post-secondary degree in tourism management or business management, preferably at the graduate level;
- 7-10 years of senior management experience;
- Rich experience in business development and marketing;
- Strong abilities to build partnerships, familiarity with government funding sources and excellent networking and public speaking skills;
- Good understanding of Aboriginal tourism sector and rich contacts in this sector;
- Good knowledge of Aboriginal culture and a passion to help Aboriginal businesses succeed;
- Sound human resource, financial, communication, project management and risk management skills;
- Progressive leadership abilities and can work effectively in a team environment with a Board of Directors and staff;
- Ability to represent AtBC's interests effectively with partners, events and on Boards;
- Have superior interpersonal, conflict resolution, negotiation and problem-solving skills; and
- Proficiency in the use of Microsoft Office suite of products.

We offer an attractive salary and commensurate with experience and qualifications. Preference will be given to candidates with aboriginal ancestry. Explore this exciting opportunity by submitting your résumé, **by 4 p.m. P.S.T. on March 13, 2017** to:

**Katrina Elliot**  
**Four Corners Management Consulting**  
[katrina.elliot@4cmc.ca](mailto:katrina.elliot@4cmc.ca)