



Job Description (Dual Role)

Wilderness Tourism Executive Director & TIABC Policy Analyst

Join a Team Making an Impact in BC's Tourism & Hospitality Industry!

Do you thrive in a fast-paced environment, collaborating and communicating with colleagues on solving issues and pursuing opportunities to build British Columbia's tourism industry into one of the province's top sectors? Are you an experienced advocate with a passion for seeing BC's visitor economy reach its full potential? Then this (dual) role could be a perfect fit!

The Tourism Industry Association of BC (TIABC) and the Wilderness Tourism Association of BC (WTA) are partnering to create a dual role supporting both organizations: Policy Analyst (TIABC) and Executive Director (WTA). The position will be managed day-to-day by TIABC, governed by a Joint Steering Committee (JSC), with initial responsibilities split 60% TIABC and 40% WTA.

TIABC advocates for BC's \$22+B visitor economy, supporting tourism businesses, associations, and DMOs. WTA ensures a sustainable future for BC's wilderness tourism industry, representing operators offering world-class eco-tourism experiences.

Core Competencies

- Strategic leadership with a passion for tourism
- Strong reputation, integrity, and credibility
- Effective communicator and relationship builder
- Skilled in policy development, government relations, and advocacy
- Experience in budgeting, financial oversight, and association compliance
- Excellent writing and public speaking skills

Key Responsibilities - TIABC Policy Analyst

- Analyze and advise on legislative/regulatory changes impacting tourism
- Develop policy submissions and support advocacy efforts
- Collaborate with industry partners to advance tourism policies
- Provide policy guidance to the CEO, Board, and Policy Committee
- Collect and analyze data to support policy development
- Represent TIABC in stakeholder meetings and public forums



WTA Executive Director

Leadership & Strategy

- Advise the Board and implement policies and strategic initiatives
- Represent WTA with government, First Nations, and industry partners

Operations & Administration

- Ensure regulatory compliance and maintain organizational records
- Manage cloud systems (Google Drive, QuickBooks, LastPass)
- Oversee financial management, grants, and fundraising

Human Resources

- Recruit, manage, and evaluate staff
- Ensure effective internal communications

Communications & Member Services

- Develop marketing, social media, and member engagement strategies
- Represent WTA publicly and maintain stakeholder relationships

Advocacy

- Lead campaigns supporting wilderness tourism policies
- Participate in land/resource planning processes

Project & Sector Collaboration

- Oversee projects, contracts, and partnerships
- Collaborate with sector organizations and support industry coalitions

Additional Details

- The position is home-based, offering flexible work hours. A downtown Vancouver office is also available. Some travel is required to Victoria and other BC communities.
- Upon commencement of employment, the TIABC PA-WTA ED will be subject to a 3-month probation period and review. Once permanent employment is secured, performance reviews will be conducted annually by both TIABC and WTA.
- Salary & Benefits = \$75,000 - \$100,000 per annum.