



Kootenay Rockies Tourism  
1905 Warren Ave  
Kimberley BC, V1A 1S2

**Chief Executive Officer  
Job Posting  
Salary Range \$90,000 - \$110,000 (CDN)**

The Kootenay Rockies Tourism Association (KRT) is currently seeking an experienced and dynamic leader to serve as **Chief Executive Officer**. KRT is a Regional Destination Management Organization (RDMO) representing the tourism industry in southeastern British Columbia. Established in 1978, KRT operates as a not-for-profit society governed by an independent board of nine business leaders from across the region. The head office is located in Kimberley, BC.

KRT is primarily funded through a cost-sharing agreement with Destination BC, the provincial Crown corporation responsible for tourism. The organization's main focus is to support and deliver services and programs to tourism-related businesses throughout the region.

The dedicated and passionate team at KRT is deeply connected to the rural communities they serve. They work tirelessly to support local tourism operators and take pride in showcasing the unique and transformative experiences of the Kootenay Rockies to visitors, partners, stakeholders, and residents.

This is a unique opportunity to lead a committed team and collaborate closely with key players across British Columbia's tourism sector.

## **POSITION SUMMARY**

The ideal candidate is a skilled leader with experience building lasting and constructive partnership networks. This individual will be a strategic thinker, a motivator and be able to lead the association's work into the future. A depth of understanding and knowledge of the Kootenay region tourism sector is critical to success.

## **RESPONSIBILITIES (include but are not limited to)**

### **Leadership**

- Lead and direct the organization to ensure it meets all deliverables of the Shared Cost Agreement with Destination BC and work with Destination BC to develop the annual regional operations plan
- Ability to lead the implementation of the KRT strategy in consultation with the Board of Directors
- Acts as KRT's primary spokesperson, participates in public speaking opportunities and attends community events to build KRT's profile
- Foster a positive and productive working environment for the KRT staff
- Demonstrate ability to lead through uncertainty and respond effectively to crises, including public health, economic, and environmental challenges in today's complex and evolving tourism landscape
- Represent the region in various settings including with the Ministry, Destination BC and various other organizations and circumstances

### **Operations**

- Oversees all KRT operations and provides effective leadership to the organization
- Develops and maintains a strategic communications program that effectively shares the vision of KRT with key stakeholders

- Manages all financial and risk mitigation components of the organization
- Strategically manages human, financial and information resources, understanding the business implications of decisions and strives to improve organizational performance
- Organizes and participates in Board meetings to report on the status of programs and projects, to present matters requiring the approval of the Board
- Ensures human resources and operational objectives contribute to the realization of the vision, mission, goals and objectives of the organization as defined in the strategic plan

## **Stakeholder & Community Engagement**

- Champion advocacy efforts on behalf of the region's tourism industry
- Represent the region at relevant forums, events, and meetings
- Travel the region meeting with stakeholders, industry groups and business leaders
- Actively support educating the public and stakeholders on the value of tourism
- Gauge stakeholder needs and ways to support their organizations and businesses
- Maintain and grow the Association's membership through proactive outreach and engagement strategies
- Identifies business opportunities, fosters relationships with key industry partners, and develops strategies to enhance brand visibility and service offerings
- Develops relationships with key stakeholders within the Indigenous communities in the region

## **EDUCATION & RELEVANT EXPERIENCE**

- Post-secondary education in Tourism Management or Business Administration (Masters preferred) or an equivalent combination of experience and education
- In-depth knowledge of the Kootenay Rockies region including communities, organizations, government and businesses
- Minimum 5 years' demonstrated leadership and management experience within a similar organization
- Experience working with a Board of Directors, and strong knowledge and understanding of Board Governance practices and not for profit framework
- In-depth experience and knowledge of sustainable tourism concepts, actions and trends
- Experience with crises communication, emergency preparedness and risk management

## **SKILLS & ABILITIES**

- Strategic and creative thinker with the ability to interpret data and market intelligence to guide decisions
- Strong interpersonal and communication skills and superb written and verbal communication and presentation skills
- In-depth knowledge of tourism marketing principles, trends
- Expert level knowledge of destination development and management principles, and knowledge in the local, provincial and international tourism industries
- A deep understanding of Indigenous tourism and reconciliation efforts
- Comprehensive knowledge industry funding models including MRDT, Destination BC, visitor services and various grant streams
- Solid human resource management skills and knowledge to build a high-performing team
- Excellent oral and written communications skills
- Must possess a current valid BC driver's license and have access to a vehicle for travel

## WE OFFER

- Comprehensive extended health and dental package
- 4 weeks paid vacation per annum
- Full Time permanent position
- This position is in office Monday to Friday to lead the team (potential hybrid model)

Kootenay Rockies Tourism is committed to diversity, equity and inclusion and welcomes applications from all qualified candidates. We are also committed to providing workplace accommodations for employees with disabilities, ensuring you have the support needed to perform your best work both during the hiring process and throughout your employment with us.

## TO APPLY

To apply to this position, please respond by email to [careers@chemistryconsulting.ca](mailto:careers@chemistryconsulting.ca). Please indicate you are applying for **KRT – Chief Executive Officer** in the subject line. Please submit a cover letter and resume detailing your experience and qualifications, as well as outlining why you are interested in this position.