



**Executive Director  
Job Posting  
Salary Range \$120,000 - \$140,000 (CDN)**

**Chemistry Consulting Group** is proud to partner with our client, **Tourism Tofino**, to lead the search for their next dynamic and visionary Executive Director. Tourism Tofino (Tofino Destination Management Association) is a not-for-profit society representing more than 300 local businesses, dedicated to fostering a vibrant and sustainable tourism economy. The organization oversees all aspects of destination marketing, provides exceptional visitor services, and guides the stewardship and development of Tofino as a world-class destination.

Tourism Tofino is seeking a passionate and innovative leader to guide the organization into its next chapter. Acting as a community champion, the Executive Director will inspire solutions that advance the organization's mandate while supporting members, partners, and the broader community.

**RESPONSIBILITIES (included but are not limited to)**

**Leadership & Employee Relations**

- Create an organizational culture that provides opportunities for employees and volunteers to contribute their talent, knowledge and expertise to organization planning and decision-making and where all can thrive and belong.
- Foster a positive and cooperative staff/management.
- Ensure the workplace is inclusive, innovative, supportive, and rewarding, and where performance is regularly evaluated, feedback and development opportunities are provided, and achievement is recognized and rewarded.
- Develop an organizational structure characterized by flexibility, fiscal prudence and where decision-making authority is in the hands of those people who have the responsibility and accountability for these decisions.
- Establish appropriate training for new employees to ensure established procedures are clearly understood and followed.
- Champion diversity, equity, and inclusion throughout the organization and industry.
- Oversee all business functions of the organization including: marketing and communications; visitor, member and community engagement; partnerships; fiscal responsibility; and administrative functions.
- Develop and implement a comprehensive and measurable strategic plan in collaboration with members, the Board of Directors, employees and other stakeholders.
- Provide motivational leadership and resources for Tourism Tofino's employees, assuring these individuals operate as a cohesive, responsive, and results-driven team. Provide vision, direction, coaching, counseling, and development opportunities.
- Engage in decision-making practices that are based on the best available evidence through data analysis and consultation.
- Have full responsibility and ultimate authority for supervisory decision making not only for direct reports but for all employee team members within the organization.
- Make decisions related to the selection, promotion, compensation and discipline of all employees.

### **Financial Planning, Budgeting, & Management**

- Ensure the provision of operational and capital financial plans.
- Oversee budgeting process and day-to-day financial management.
- Participate in an annual audit and ensure all regulatory filings are reviewed and completed.
- Ensure all organizational activities are implemented and in compliance within established Board policies and procedures, bylaws, guidelines, laws, and ethical standards.
- Manage and nurture existing funding and seek out new potential funding sources to ensure a stable, adequate, and continuous funding base in support of Tourism Tofino and its goals.
- Ensure that the expenditure of hotel taxes (MRDT) are compliant with Provincial laws, Board policies and meets organizational obligations to members and stakeholders.
- Submit financial statements to the Board monthly.
- Submit timely and accurate reporting and communication to all funding sources, agencies and municipalities as required.

### **Risk Management**

- Employ risk management practices that prevent the organization assets from becoming unprotected, inadequately maintained or unnecessarily risked. This includes:
  - Maintaining insurance for 100% replacement value of assets;
  - Protect property, plant and equipment from improper wear and tear or insufficient maintenance;
  - Protect organization, its Board and staff from claims of liability;
  - Invest or hold operating capital in compliance with Board Policy;
  - Ensure assets are recorded and adequate controls are in place to protect them.

### **Advocacy and Communication**

- Regularly engage with the community on tourism-related matters including members, businesses, First Nations, residents, local governments and non-profits.
- Maintain active involvement in the community to enhance the visibility, reputation, and value of Tourism Tofino. Ensure an understanding in the community of the mission of Tourism Tofino and the programs and services available.
- Educate and enlist the support of community leaders, members, stakeholders, government officials, Board members and partners in communicating the value of tourism.
- Work on Tourism Tofino's reconciliation efforts with First Nations in the region and support the development of local Indigenous tourism products and experiences wherever appropriate.
- Serve as primary spokesperson for the organization. Develop and nurture media relationships, provide interviews and media appearances as required.
- Strengthen and ensure a collaborative working relationship/membership with 4VI (Tourism Vancouver Island), Destination BC, Destination Canada, and other industry partners.
- Establish effective communication networks throughout the Tofino community and within the industry to ensure a consistent and regular flow of information.
- Develop relationships with federal, provincial and local government officials to advance the mission of Tourism Tofino and advocate for the tourism economy.
- Stay current on provincial and federal policy issues that impact the tourism economy; advocate and lobby on issues as directed by the Board.
- Participate in municipal development discussions and be an active partner in supporting economic development, sustainability initiatives, and master planning.


## **Board Support**

- Ensure the Board has all the information necessary to properly exercise its responsibilities; report all relevant information regarding Tourism Tofino operations to the Board on a timely basis; and recommends courses of action to the Board for consideration.
- Ensure the Board Directors are oriented to the mission and objectives of Tourism Tofino and possess the tools and key messages to serve as advocates for the organization and the Tofino tourism economy.
- Support the Board in establishing the vision and long-range strategic plan for the organization.
- Work with the Board Chair to develop Board agendas. Participate in developing and assigning work plans for Board and committee execution.
- Ensure sound governance, business ethics and fiduciary oversight of the Board of Directors, and the organization by working with the Board to develop bylaws, policies, and procedures.
- Work with the Nominating Committee, to ensure recruitment and development of a well-qualified and diverse Board of Directors that is representative of the tourism industry.
- Ensure transparency to the Board of Directors, partners, and community.
- Serve in an advisory capacity to the Board of Directors and all Board committees as requested and guide the Board of Directors on matters related to the local tourism economy and destination marketing industry.
- Ensure the Board receives regular updates on progress towards the goals and objectives outlined in the Strategic Plan and annual tactical plan.

## **Additional Responsibilities**

- Oversee the development and implementation of annual operational/tactical plans.
- Provide overall leadership for the organization in achieving the goals and objectives of Tourism Tofino.
- Develop strategies and implement programming to support destination stewardship, and new experience development.
- Maintain and increase professional and technical knowledge within the team.
- Participate in regional, national/international industry meetings and conferences to keep abreast of industry changes.
- Position Tourism Tofino as a strategic partner and trusted advisor to members and stakeholders.

## **EDUCATION & RELEVANT EXPERIENCE**

- University degree in a related discipline or an equivalent mix of education and experience.
  - Senior executive experience, in a multi-partner environment.
  - Experience working with a Board of Directors.
  - Background within the tourism industry and the MRDT program would be preferred.
  - Background in destination marketing, destination stewardship and community engagement.
  - Knowledge of Tofino and BC is an asset.
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## SKILLS & ABILITIES

- A proven leader at every level. The ability to bring together a team and partners to work toward a common goal and vision.
- Displays the professionalism, energy, and enthusiasm to lead an industry and the intelligence, creativity, and strategic abilities to continuously move the organization forward.
- Strategic in all respects including an approach to relationships; can work with diverse partners and take on a global industry approach.
- Demonstrated success in a consumer-driven marketing organization.
- Highly adept at change management; demonstrates the ability to keep people energized through constant change and diversification.
- Has a track record of developing and maintaining a diverse high-performance culture.
- A team builder who can maximize resources and unite a team under a common, shared vision.
- Visible, extremely collaborative, and adept at fostering relationships.
- Strong political acumen.
- Results oriented, data-driven, and takes a proactive approach; focus on impact.
- An excellent communicator with the ability to be a persuasive consensus builder.
- Comfortable making tough decisions; stays the course. Possesses sound judgment.
- Approachable and personable.

## WE OFFER

- Comprehensive extended health and dental package / Tourism Tofino pays 100% of premiums
- 4 weeks paid vacation per annum (plus holiday office closure days)
- Full Time permanent position
- This position is in office Monday to Friday with some flexibility
- Professional Development annual allowance

Tourism Tofino values diversity, equity, and inclusion and encourages applications from all qualified individuals. We are dedicated to providing workplace accommodations for employees with disabilities and will ensure the necessary support is in place to help you succeed—both during the recruitment process and throughout your employment.

## TO APPLY

To apply, please email your cover letter and resume to [careers@chemistryconsulting.ca](mailto:careers@chemistryconsulting.ca) with “**Tourism Tofino – Executive Director**” in the subject line. Your application should highlight your experience, qualifications, and interest in this opportunity.

