

**Chief Executive Officer
Job Posting
Salary Range \$125,000 - \$140,000 (CDN)**

Chemistry Consulting Group, in partnership with **Two Willows Consulting**, has been retained by the **Tourism Industry Association of British Columbia (TIABC)** to lead the executive search for their next **Chief Executive Officer (CEO)**. Together, our firms are proud to support TIABC in identifying a visionary and strategic leader who will champion the organization's mission to advocate for and strengthen British Columbia's tourism industry.

TIABC plays a vital role in representing and advancing the interests of tourism businesses and destination organizations across the province. The next CEO will bring strong leadership, advocacy, and relationship-building skills to guide the organization into its next phase of growth and influence. Acting as a collaborative and inspiring voice for the sector, the CEO will work closely with government, industry partners, and stakeholders to ensure tourism continues to be recognized as one of British Columbia's most significant economic and cultural drivers.

POSITION SUMMARY

The Chief Executive Officer (CEO) of TIABC provides strategic leadership and operational oversight to advance the organization's mission of influencing government policy and regulation on behalf of British Columbia's tourism industry. Reporting to the Board of Directors, the CEO is responsible for executing TIABC's rolling strategic plan, ensuring organizational sustainability, and positioning TIABC as the unified and credible voice of BC's visitor economy.

KEY RESPONSIBILITIES

Strategic Leadership & Governance

- Develop and implement TIABC's rolling strategic plan in collaboration with the Board of Directors
- Provide visionary and strategic leadership to strengthen TIABC's relevance, influence, and value to members and stakeholders across the sector
- Foster a positive culture that embodies TIABC's core values of **Unity, Credibility, and Leadership**

Advocacy & Policy Development

- Serve as TIABC's chief spokesperson and policy advocate to government, media, and the public
- Lead TIABC's lobbying efforts and build relationships with provincial, federal, and municipal governments to influence tourism-related policy decisions
- Collaborate with TIABC's Policy Committee to identify emerging issues, develop policy positions on key files, and coordinate responses on a range of pressing priorities including, but not limited to:
 - Workforce development
 - Land use and tenure security
 - Reconciliation and sustainability
 - Funding, insurance, and emergency preparedness.

- Develop, maintain and/or expand relationships with other sector and business associations to amplify advocacy efforts
- Participate in national advocacy initiatives with partners such as the Tourism Industry Association of Canada and the Provincial & Territorial Industry Association of Canada

Communications & Public Engagement

- Oversee and contribute to all TIABC communication initiatives including media relations, social media channels, member newsletter, special campaigns such as the Value of Tourism, Voice of Tourism podcast, and special communiqués
- Chair or lead initiatives such as the Tourism Emergency Management Committee, and BC Tourism Research Committee
- Ensure TIABC is recognized as the authoritative voice for tourism-related issues across the province.
- Meet with and/or present to members and stakeholder groups through town halls, annual regional or sectoral conferences, annual general meetings, and other forums

Membership Engagement & Growth

- Drive membership recruitment and retention strategies to grow a diverse and representative membership base
- Develop and execute programs that build value for members, including webinars, townhalls, networking events, and educational initiatives
- Regularly gather and act on member/partner feedback via surveys, stakeholder consultations, and in-person meetings

Organizational & Employee Management

- Manage day-to-day operations within a lean organizational structure (2 FTEs + 2 PT contractors)
- Ensure efficient use of resources, balanced budgets, and sound financial stewardship
- Develop and diversify revenue sources through grants, partnerships, sponsorships, and pay-to-play initiatives
- Supervise and support staff performance and professional development

Events & Industry Development

- Oversee planning and execution of major industry events such as the BC Tourism Industry Conference and TIABC AGM
- Collaborate with regional and national Indigenous tourism organizations to strengthen partnerships, and align strategies
- Cultivate industry partnerships to expand TIABC's reach and financial sustainability

EDUCATION & RELEVANT EXPERIENCE

- University degree in a related discipline or an equivalent mix of education and experience
- Senior executive experience in tourism, public policy or a member driven association
- Experience working with a Board of Directors
- Background within the tourism industry would be preferred

SKILLS, ABILITIES & RELATED EXPERIENCE

- Strong knowledge of British Columbia tourism eco system and government relations
- Track record in advocacy, policy development, and stakeholder engagement
- Strong communication, interpersonal, and public speaking skills
- Financial and operational management expertise, especially in resource-constrained environments
- Experience working with boards and leading cross-functional teams
- Commitment to Diversity, Equity, Inclusion & Reconciliation principles and collaborative leadership
- Flexible for regular travel across BC to meet with stakeholders, members, and to attend events
- Availability for evening/weekend engagements as necessary

WE OFFER

- Comprehensive extended health and dental package
- 3 weeks paid vacation per annum (plus 10 holiday office closure days)
- Full Time permanent position, Metro Vancouver-based role with flexibility for remote work

TIABC is committed to **diversity, equity, and inclusion** and encourages applications from all qualified individuals, including those from minority, Indigenous, and other historically underrepresented groups. We are dedicated to providing accommodations for employees with disabilities and ensuring that all candidates have the support they need to succeed throughout the recruitment process and in their careers with us.

TO APPLY

To apply, please email your cover letter and resume to twowillowsconsulting@gmail.com with **TIABC – Chief Executive Officer** in the subject line. Your application should highlight your experience, qualifications, and interest in this opportunity.