TOTA
THOMPSON OKANAGAN
TOURISM ASSOCIATION

chemistry.
Human Resource Consultants

President & CEO
Job Posting
Salary Range $120,000 - $150,000 (CDN)

Chemistry Consulting Group is pleased to have been selected to lead the executive search for an innovative and collaborative President & CEO on behalf of our client, the Thompson Okanagan Tourism Association (TOTA), and its subsidiaries, Symphony Tourism Services and the Thompson Okanagan Tourism Foundation.

TOTA, a not-for-profit society governed by the BC Societies Act, is an industry-led organization that represents and supports business and community tourism interests throughout the Thompson Okanagan region. TOTA is one of five Regional Destination Management Organizations in the province of British Columbia that work under the Super Natural British Columbia brand as an official representative of Destination British Columbia. Its mandate includes Industry Development, Destination Stewardship, and Destination Development.

Reporting to the Board of Directors, the President & CEO leads and supports a high-performing team and is a highly visible, trusted leader and advocate throughout the TOTA region. Working closely with Indigenous and non-Indigenous communities, CDMOs, governments, tourism-industry associations, businesses and other partners, the CEO builds strong relationships, advances shared priorities and ensures the region has a strong voice locally, provincially, nationally and internationally.

With a forward-looking and research-informed approach, the President & CEO anticipates change, champions innovation and advocates for opportunities and policies that strengthen the visitor economy, positioning the organization, region and communities it serves for sustainable, long-term success.

RESPONSIBILITIES

Strategic Leadership

- Develop and execute the Board-approved strategic plan, translating priorities into actionable goals and measurable outcomes
- Monitor industry trends, market shifts, and emerging risks to capitalize on strategic opportunities
- Drive innovation and balance visitor-economy growth with long-term regional priorities
- Play a key strategic role during emergencies in providing an important conduit to official information sources for visitors and potential visitors.

Destination Leadership & Stewardship

- Champion regional tourism sustainability, focusing on people, planet, and economic prosperity
- Advance responsible tourism, year-round visitation, respectful collaboration with Indigenous and non-Indigenous communities, and equitable geographic benefit distribution
- Foster industry-wide collaboration to help tourism businesses adapt and thrive

Innovation, Marketing & Market Development

- Direct data-driven destination branding, marketing, and visitor engagement strategies
- Leverage technology to boost regional competitiveness and measure ROI on marketing investments

Stakeholder, Government & Community Relations

- Serve as the primary regional ambassador, building trusted partnerships with governments, Indigenous communities, and operators
- Advocate for destination priorities and create shared-investment opportunities

Financial & Organizational Stewardship

- Oversee financial health, risk management, regulatory compliance, and annual budget development
- Diversify revenue streams and maximize resource allocation

People & Culture

- Build an inclusive, high-performing team focused on trust, accountability, and continuous development
- Ensure organizational compliance with British Columbia and Canadian employment standards

Board Governance & Accountability

- Act as the primary liaison to the Board, delivering timely insights to support governance decisions
- Execute Board policies and decisions while maintaining clear boundaries between governance and operational management

EDUCATION, SKILLS & RELEVANT EXPERIENCE

- **Education & Experience:** Post-secondary degree/diploma in Business, Tourism, Marketing, Public Administration, or related field (or equivalent senior executive experience)

- **Leadership:** Proven track record leading high-performing teams, executing strategic plans, and driving change. Experience in a leadership or operational role within emergency management, public safety, or disaster response operations is an asset

- **Industry Expertise:** Deep knowledge of the tourism sector (BC context preferred) and data-driven strategy

- **Relationship Management:** Strong record of collaboration with Indigenous communities, governments, CDMOs, and industry partners

- **Financial & Governance Acumen:** Solid experience in financial management, budgeting, risk mitigation, and reporting to a governance Board

- **Communication:** Exceptional advocacy, public speaking, and influencing skills across regional, national, and international stages

WHAT WE OFFER

- Comprehensive group benefits package including extended health and dental
- 4 weeks annual vacation plus additional days such as Christmas, volunteer time
- RSP matching program
- Access to shared TOTA vehicle for business travel
- Flexible work schedule

Thompson Okanagan Tourism Association 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

Please email a cover letter and resume by *December 18, 2026* to careers@chemistryconsulting.ca with **"TOTA CEO"** in the subject line. We encourage candidates to submit authentic applications that reflect their individual voice, experience and perspective. We value your own words and insights over AI-generated submissions. Thank you and we look forward to hearing from you!