

**Executive Director
Discover Surrey
Surrey, BC**

Discover Surrey is an independent, not-for-profit Destination Marketing Association governed by a volunteer Board of Directors. Discover Surrey's leading goal is to increase awareness of tourism opportunities in Surrey and increase the number of overnight visitors to the area. By marketing the community to meeting and convention organizers, sporting event planners, and leisure and business travellers, Discover Surrey aims to generate economic opportunities within entrepreneurial community.

Chemistry Consulting Group has been retained by Discover Surrey to search for a passionate and strategic **Executive Director**.

Located in the stunning BC Lower Mainland, Surrey is one of the fastest growing and culturally diverse cities across Canada. Identified as a forward-thinking and innovative community, Surrey's urban advantage and agricultural landscape calls for people to live, visit, work and play. <https://discoversurreybc.com/true-community/>

The Executive Director works to promote Discover Surrey as a leader in industry trends by creating and executing a strategic marketing and promotional plan, overseeing and managing key programs, and implementing mandates as identified within the annual strategic plan. The role builds and nurtures relations with key community stakeholders through product development and demonstrates visionary leadership through innovative practices and effective team management.

This remarkable opportunity calls for an innovative, strategic thinker excited to attract and grow a strong and collaborative team that projects the culture of "Together we are Better".

Key Areas of Responsibility

Operations & Business Development

- Implements, executes, and evaluates the annual strategic business plan and budget.
- Develops sustainable destination development initiatives and offerings in partnership with business members and community stakeholders.

Stakeholder Relations

- Maintains effective working relationships with key internal and external stakeholders by building a strong local tourism community and maximizing stakeholder engagement.
- Collaborates with the accommodation sector to amplify their marketing efforts, and provides excellence in leadership and vision to community organizations.
- Participates on external committees, attends industry events, and acts as spokesperson for the organization.

Marketing & Tourism Relations

- Manages the Discover Surrey brand and creates and executes strategic marketing programs to increase visitation to Surrey.
- Identifies new opportunities to enhance tourism offerings.
- Collaborates with Destination BC and community DMO's on the delivery of co-op marketing programs and initiatives.

Team Management

- Manages a small team of employees.

You Will Bring:

- Degree or diploma in marketing, business, tourism management, or a related field.
- 5+ years experience in a senior leadership position within a destination marketing or tourism environment.
- Experience providing strategic leadership and reporting to a Board of Directors.
- Sound knowledge of human resource management and experience managing a team.
- Excellent working knowledge of financial management, including acting principles, operational budgets, contract and budget management.
- Proven skills in stakeholder relations, including media relations, public engagement, and working effectively with all levels of government.
- Substantial marketing and communications abilities; building and executing advertising and targeted marketing programs and utilizing social media.
- Strong knowledge and understanding of Destination Marketing Organizations and the tourism industry.
- Passionate about the diversity of tourism offerings in Surrey and local stakeholders.
- Demonstrated ability to work closely and effectively with all levels of government.

In order to be considered for this opportunity please visit <https://chemistryconsulting.ca/current-opportunities> and follow the prompts to submit a resume and cover letter outlining your suitability.

We thank all who apply but only those considered to be suitably qualified will be contacted for further consideration.