

Chemistry Consulting has been retained by **Tourism Nanaimo** to recruit for an **Executive Director** to lead their team. The city of Nanaimo is a classic West Coast community, offering natural beauty at every turn, and vast recreation potential. Nanaimo has one of the longest shorelines in Canada, and a forested mountain backdrop just outside downtown. In Nanaimo, one can go from the wilderness to the city centre in just a few minutes.

The Executive Director will be an ambassador of the organization and the community at large by promoting an environment of inclusivity, collaboration, accountability, innovation, and support for economic, social, and environmental sustainability.

Reporting to the Board of Directors, the Executive Director of Tourism Nanaimo is responsible for setting the strategic direction and overseeing the operations of the organization. The core areas of focus include destination sales, marketing, and media relations, enhancing destination development, and visitor services. The position requires building strong relationships with the local, provincial, and national tourism industry associations and partners, as well as various levels of government.

This position requires an advanced level of strategic planning, destination marketing, team leadership, financial management, industry engagement, stakeholder relations and internal reporting skills and experience.

Responsibilities include (but are not limited to):

Relationship Management and Leadership

- In collaboration with the Board of Directors, sets the strategic direction and business plan for Tourism Nanaimo, including organizational goals, objectives, and specific business line strategies
- Engage, build, and maintain positive working relationships with the Tourism Nanaimo Board and committees, Nanaimo Hospitality Association, funding partners, and government agencies
- Connect regularly with the media, stakeholders, industry partners and local governments to share updates and information on tourism-related opportunities and impacts
- Provide guidance, feedback, and advice to the Tourism Nanaimo Board, City of Nanaimo and other partners on issues management, policies and plans related to tourism, meetings, events, and sport tourism in Nanaimo and beyond
- Represent Tourism Nanaimo at industry events, and/or committees/boards
- Report quarterly to the City of Nanaimo and present annual business plan for Council consideration
- Develop and implement a destination strategy, effectively allocating resources and aligning community and regional plans
- Stay informed regarding market trends and research

Destination Sales & Marketing

- Support the preparation of destination proposals, bids, and funding applications
- Together with the Destination Sales Manager, develop, monitor, and implement the destination sales strategy and marketing plans reporting regularly on KPIs, and metrics to the board, meetings & events advisory committee, and industry

- Work collaboratively with funding and destination partners to leverage provincial funding opportunities (e.g., Coop funds)
- Leverage relationships, networks, and contacts to gain support, sponsorship, participation, and exposure for community events
- Works closely with staff in the City of Nanaimo for major events planning
- Ensure accurate destination brand messaging, brand representation and brand alignment
- Work collaboratively with other Vancouver Island DMO's on like initiatives

Operations

- Manage daily operations of Tourism Nanaimo including managing team members (1 – 2 currently), marketing initiatives and financial controls/obligations
- Oversee visitor servicing operations and/or contracts
- Provide quarterly and annual reports (or as requested) on identified KPIs, including updated strategies, status of programs and projects, and budgets (planned versus actual)
- Work closely with the Nanaimo Hospitality Association (NHA) to develop/leverage campaigns, sales strategies, tactical plans, related to the allocation of MRDT funds
- With a destination management lens, monitor visitor comments, concerns, complaints, and address/action accordingly
- Develop and implement a three-year destination strategy as approved by the Board of Directors
- Ensure alignment of Tourism Nanaimo annual and tactical plans with overall City Strategic Initiatives such as the Doughnut Economic Framework and the City Plan
- Ensure internal systems and processes are in place including IT, payroll, and database management
- Monitor budget, expenditures, internal controls, and cash flow management
- Prepare annual proposals and final reports to fundings partners (e.g., Coop submission to DBC, annual budget submission to City of Nanaimo)
- Work collaboratively with the Nanaimo Hospitality Association on the annual MRDT tactical plan, and the implementation of the meetings, events, and sport tourism strategies

Qualifications

Education

- Post-secondary education with a focus on tourism, marketing, business, or related field
- Masters degree in Tourism Management, Sustainable Leisure Management or related field is an asset
- Other tourism or events industry designations are an asset (e.g., CDME, CAE, CMP, CMM)

Qualifications

- Minimum 10 years' experience in tourism marketing and/or destination sales
- Minimum 5 years leadership and management experience
- Holds a valid Canadian Passport (or is eligible to obtain one)
- Knowledge/leadership experience within DMO structure
- Experience working in a non-profit organization

Skills

- Strong presentation skills with the confidence to present to high levels such as the Board of Directors, government officials, and large public groups (in-person or virtual) etc.
- Extensive experience in destination sales, including developing bids/proposals for city-wide meetings, events, or sport events
- Experience writing funding proposals
- Excellent communication skills both written and verbal
- Ability to effectively communicate with a wide range of stakeholders with varied agendas
- Demonstrates influence with the ability to gain buy-in from the Board of Directors

Travel is required with this position.

The successful candidate must live in the Nanaimo area (Between Duncan and Comox Valley) or be willing to relocate to the area within the probationary period. Relocation assistance may be provided.

Tourism Nanaimo offers:

- Highly competitive total compensation package
- Extended health, medical and dental benefits
- Travel across Beautiful British Columbia and Vancouver Island

Tourism Nanaimo promotes diversity, inclusion, and equity across the organization. All qualified applicants will be given fair and equal consideration regardless of ethnicity, race, sexual orientation, gender identity and expression, culture, disability, nation of origin, age, or religion.

To apply to this exciting position please respond by email to the Chemistry Consulting Group at Careers@chemistryconsulting.ca with the following position title in the subject line “**Executive Director – Tourism Nanaimo**”, and your full name. Please provide an up-to-date cover letter and resume (as one file) outlining your experience, qualifications, and why you are passionate about working with Tourism Nanaimo.