

**Chemistry Consulting Group has been retained by Tourism Abbotsford Society to assist in searching for an Executive Director to lead their growing organization.**

### **Position Overview**

Reporting to the Board of the Tourism Abbotsford Society, the Executive Director will formulate and lead the execution of strategic and business goals to ensure the continued growth and success of the mandate of Tourism Abbotsford. The Executive Director will oversee the strategic marketing campaigns and visitor engagement programs for the region while educating residents and their elected representatives on the contribution tourism makes to life in Abbotsford. The Executive Director will advocate for the tourism industry's needs and for improvements to infrastructure and experiences that visitors and residents alike will enjoy.

### **Key Responsibilities**

- Help create an environment where team members thrive, belong, and express their talents to facilitate a culture that continues to promote Tourism Abbotsford as an attractive place to work
- In collaboration with the Board of Directors, set the strategic direction and business plan including organizational goals and objectives, and implement the annual tactical plan
- Provide quarterly, annual and other reports
- Administer the MRDT Program including annual reporting requirements
- Oversee general administrative duties of the Tourism Abbotsford Society, including scheduling of Board meetings, meeting notices, agendas, government filings etc. Coordinate the agenda for Board meetings with board chair, record and maintain the minutes for meetings and keep board informed on programs applicable to tourism in our community
- Develop and monitor budgets, expenditures, internal controls, and cash flow management
- Represent Tourism Abbotsford at external functions (includes attending regional and provincial conferences and working with surrounding jurisdictions and other tourism-related entities) and maintain active involvement in the community to enhance the visibility, reputation and value of Tourism Abbotsford
- Serve as the official spokesperson for any media inquiries and work to develop a positive relationship with local media
- Ensure internal systems and processes are in place including IT, payroll, and database management
- Recruit, supervise and manage the performance of the tourism team
- Manage employment and benefits files and keep documentation and records up to date

### **Destination & Industry Management Responsibilities**

- Ensure Abbotsford tourism industry partners are kept updated on Tourism Abbotsford activities
- Establish open communication with and be available to support local industry to identify opportunities for growth and collaboration
- Manage annual partner/industry communication plan including, but not limited to, newsletters, emails, website, and online communication
- Participate in destination development activities and seek out grants or other sources of funding to support of development initiatives (i.e., Experience the Fraser)
- Oversee planning and execution of Tourism Abbotsford industry engagement and signature events
- Work with municipal government officials and city council in keeping them updated about the tourism industry and its impact on the community
- Provide guidance, feedback, and advice to stakeholders and other partners on issues management, policies and plans related to tourism, meetings, events, and sport tourism

### **Destination Marketing & Visitor Services Responsibilities**

- Oversee development of the annual MRDT tactical plan and operating budget
- Work with tourism partners, stakeholders, regional DMO's, and Destination BC on the delivery of cooperative marketing programs (i.e., Destination Fraser Valley; Circle Farm Tour, BC Ale Trail, BC Bird Trail)
- Help plan and implement integrated marketing campaigns across a variety of online and traditional channels
- Ensure effective research and analytical tools are used to assist with identifying trends, new and developing market opportunities,
- Work collaboratively with the community on the implementation of the community events and sport tourism strategies
- Ensure accurate destination brand messaging, brand representation and brand alignment

### **Qualifications**

#### **Education**

- Completion of a business, marketing or tourism/recreation degree or diploma or an equivalent combination of education and relevant experience

#### **Experience**

- Minimum five years senior management experience in a customer-service and marketing-focused business
- Experience working for and with a Board of Directors, and strong knowledge and understanding of Board governance practices or not for profit frameworks
- Experience in developing business strategy, goals and tactics along with metrics to measure performance
- Solid human resource management and leadership skills and ability to build a high-performing team
- Strong financial management and budgeting experience
- Experience with sourcing funding and preparing funding and other proposals
- Excellent verbal and written communication skills, including presentation and public speaking skills
- Media relations experience
- Project management and reporting experience

Tourism Abbotsford values a diverse and inclusive team, and applications are welcome from all qualified individuals regardless of disability, culture, ethnicity, race, sexual orientation, gender identity and expression, nation of origin, age, or religion.

To apply to this position please respond by email to [careers@chemistryconsulting.ca](mailto:careers@chemistryconsulting.ca) with the position title in the subject line "Tourism Abbotsford Executive Director". Please provide a cover letter and resume outlining your experience, qualifications, and why you are passionate about working in and supporting tourism businesses in Abbotsford.

We would like to thank all applicants, however, only those selected for an interview will be contacted.