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**KOOTENAY ROCKIES TOURISM ASSOCIATION IS HIRING**  
**Position: Director, Destination Development & Sustainability**

**Status:** Permanent/FTE

**Location:** Office is located at 1905 Warren Avenue, Kimberley, BC

Consideration given for remote or a hybrid if within the Kootenay Rockies region

**Closing Date:** February 10, 2023

If you are interested and meet the selection criteria, please respond with your cover letter and CV **prior to 5 PM/MT February 10, 2023.**

**You must be a Canadian citizen or permanent resident to apply for this full-time opportunity. The initial salary for this position will depend on experience and skill set of the individual; there is an opportunity to review the salary after a positive 18-month performance assessment. Other benefits include Extended Health, RSP matching program, paid cell phone, hybrid work option, 3-week vacation to start.**

Kootenay Rockies Tourism Association (KRT) is a not-for-profit regional destination management organization, one of five official RDMOs in the province of British Columbia. We are funded by Destination BC through shared cost agreement and have an independent governance board of nine individuals from the tourism sector in the Kootenay Rockies region.

We have a small team of hard-working individuals who bring different strengths and skill sets to their roles, support each other unreservedly, and consider it a privilege to share the transformative power of this region's experiences with visitors, partners/stakeholders, and residents alike. We offer the opportunity to love what you do by engaging in exciting and innovative work and immersing yourself in a collaborative work culture. Our current workplace model is a hybrid.

For more information about Kootenay Rockies Tourism's programs and services, please visit [www.KRTourism.ca](http://www.KRTourism.ca)

Kootenay Rockies Tourism Association is committed to ensuring diversity, equity, and inclusion within our organization and in all aspects of our work, and welcome applications from all qualified job seekers. A safe and respectful workplace for all employees is a leading priority for our organization, and as part of this, we are committed to the health and safety of our employees, industry partners, sub-contractors, and community during COVID-19 and beyond.

## **PURPOSE OF POSITION**

As part of the Destination Management division, the Destination Development team drives partner engagement and development through leading and supporting the creation and implementation of long-term, integrated development strategies for areas within our geographic region. These strategies and actions are focused on enhancing tourism experiences, businesses, and jobs, amplifying the benefits of tourism to local communities, developing emerging sectors.

The Destination Management Division is focused on strategic collaboration with regional stakeholders to maximize economic and social benefits of tourism in our region. Requiring a strategic mindset and exceptional relationship building and people development skills, the Director, Destination Development & Sustainability works as a member of the senior leadership team to effectively deliver on our shared cost agreement priorities with Destination BC while also advancing our organization priorities identified in our corporate strategy while providing value to our tourism industry business partners. This position is responsible for leading key community engagement and stewardship plans and initiatives, ensuring sustainable growth and quality of experiences and amenities for visitors and residents alike.

The Director oversees the ongoing development and implementation of long-range destination development strategies and action plans in conjunction with a wide range of business partners including governments (Federal, Provincial, Local, Destination BC, and First Nations), tourism associations (Sector and Destination Marketing Organizations), BC Chambers, and BC tourism business.

Reporting to the CEO, the Director, Destination Development & Sustainability provides leadership, directs, and guides staff and resources to ensure the unit satisfies its Key Performance Indicators and meets accountabilities as well as financial management and reporting requirements. The Director will also work very closely with Destination BC's team to ensure the integrated planning processes for each fiscal and deliverables are aligned, achievable and prioritized within the scope of work. The Director anticipates the need for risk assessment, identifies areas of concern, proposes strategies to address issues and provides expert advice to our CEO, and as part of the Division's management team, the Director provides advice and direction for decisions on division-wide budgets, programming, and business partner relations. Finally, as a senior leadership role within our organization this position requires a strong commitment and ability to help the development of others.

## **SPECIFIC ACCOUNTABILITIES**

1. Provides a clear vision and strategic direction to guide the work of unit staff and program outcomes; Leads the development and implementation of unit work plans, standards, and policies.
2. Ensures that programming, work activities are aligned with corporate and division objectives and priorities; are well understood throughout the organization and are complementary with the programs in other areas of the organization.
3. Directs the development and evolution of planning processes for the creation and execution of long-range strategic destination development plans and priorities.
4. Initiate collaboration with stakeholders and lead the Destination Development Committee to progress the destination development strategies and action plans.
5. Directs the development and implementation of KRT's Destination Stewardship pillar and initiatives to support in consultation with other program areas and external partners, through

consistent planning, development, implementation and evaluation of programs, tools and resources.

6. Establishes and maintains strong and effective working relationships with all groups, external agencies and organizations, local governments, and the private sector to advance corporate priorities.
7. Initiates and builds partnerships with a broad network of government and industry officials, Canadian and international DMO colleagues; industry stakeholder groups to collaborate on strategic initiatives, policies, sector trends, and research, and exchange best practice information.
8. Reviews and assesses the effectiveness and efficiency of programs and delivery, and adjusts to optimize outcomes and maintain alignment with KRT and DBC priorities.
9. Identifies the need for, and scope of, complex projects; directs, negotiates, and manages professional service contracts to support division work goals and corporate priorities.
10. Represents Kootenay Rockies Tourism Association in all business dealings and acts in the organization's best interests at all times.
11. Develops and delivers concise, clear, and informative briefings, speeches, presentations and responses to the CEO, the KRT Board, local governments, stakeholders and business partner groups as required.
12. Develops, leads, coaches and mentors a team to enable and support a culture of strong collaboration, inclusion, innovation, respect, and trust.

## **JOB REQUIREMENTS**

- Post-secondary degree in tourism management, business administration, economics, public administration, or a related field or an equivalent of experience.
- A minimum of three years demonstrated experience in both people and program management experience is required. Experience managing teams and meetings in a virtual environment is a plus.
- Demonstrated knowledge of Provincial government and ministry decision-making processes and organizational structure. Experience with grant applications and securing external funding resources through various government programs is an asset.
- Significant demonstrated experience balancing diverse stakeholder needs and conflicting values and negotiating/mediating/facilitating solutions for best results.
- Demonstrated knowledge and experience in overseeing the development and implementation of destination management strategies and plans or, similar complex strategies and plans that require significant stakeholder input and collaboration.
- 3 to 5 year's experience in strategic establishing of priorities, business planning, contract and project management, financial management and staff resourcing.
- Strong project management and organizational abilities, including the ability to manage a number of complex issues while still delivering results.

- Experience in the tourism sector and understanding of the BC ecosystem will be helpful in this role.

#### COMPETENCIES:

- **Strategic Orientation** is the ability to link long-range visions and concepts to daily work, ranging from a simple understanding to a sophisticated awareness of the impact of the world at large on strategies and on choices.
- **Managing Organizational Resources** is the ability to understand and effectively manage organizational resources (e.g., people, materials, assets, budgets). This is demonstrated through measurement, planning and control of resources to maximize results. It requires an evaluation of qualitative (e.g., client satisfaction) and quantitative (e.g., service costs) needs.
- **Results Orientation** is a concern for surpassing a standard of excellence. The standard may be one's own past performance (striving for improvement); an objective measure (achievement orientation); challenging goals that one has set; or even improving or surpassing what has already been done (continuous improvement). Thus, a unique accomplishment also indicates a Results Orientation.
- **Relationship Building** is working to build or maintain ethical relationships or networks or contacts with people who are, or may be, potentially helpful in achieving work-related goals and establishing advantages. These people may include customers, clients, counterparts, colleagues, etc.
- **Innovation** indicates an effort to improve performance by doing or promoting new things, such as introducing a previously unknown or untried solution or procedure to the specific area or organization.
- **Developing Others** involves a genuine intent to foster the long-term learning or development of others through coaching, managing performance and mentoring. Its focus is on developmental intent and effect rather than on a formal role of training. For this competency to be considered, the individual's actions should be driven by a genuine desire to develop others, rather than by a need to transfer adequate skills to complete tasks.
- **Change Leadership** Championing the achievement of intended, real change that improve our individual and collective abilities to work effectively with the Indigenous people of B.C.

#### JOB DIMENSIONS

Financial Responsibility:

Operating Budget: \$1.2 M

Approx Program Budget: \$ 200 K

Human Resource Responsibility:

FTEs: 2

#### ORGANIZATION CHART

CEO

**Director, Destination Development & Sustainability**

Destination Development & Sustainability Coordinator(s)

On November 1, 2021 the BC Public Service announced the COVID-19 Vaccination Policy that defines the conditions and expectations for BC Public Service employees regarding vaccination against COVID-19. Since Kootenay Rockies Tourism Association is contracted by the Crown Corporation, Destination BC, our policy is the same. Among other possible measures, proof of vaccination will be required. It is a term of acceptance of employment that you agree to comply with all vaccination requirements that apply to the public service.

**HOW TO APPLY & APPLICATION REQUIREMENTS:**

In order to be considered for this position, your application must clearly demonstrate how you meet the education and experience as outlined in the job requirements section above. Applicants selected to move forward in the hiring process may be assessed on the knowledge, skills, abilities and competencies as outlined in the above Job Description. A Criminal Record Check (CRC) will be required. A driver's abstract is required. If not living in Kimberley, applicant must have reliable transportation to travel to the office when required.

A cover letter is required as part of your application. The content and/or format of your cover letter may be evaluated as part of the assessment process.

A resume is required as part of your application. Ensure your resume includes your educational accomplishments, employment history including start and end dates (month and year) of your employment, and any relevant information that relates to the job to which you are applying.

As part of the application process, you may be asked to complete a questionnaire to demonstrate how you meet the job requirements. This questionnaire will be provided to shortlisted applicants only.

Please submit your cover letter, resume, references (if available) and any other documents you may deem helpful to establish your competencies for this role.

Please email to Kathy Cooper, CEO at:

[Kathy@KootenayRockies.com](mailto:Kathy@KootenayRockies.com)

**We thank all who apply, however, only shortlisted applicants will be contacted.**

**No phone calls, no drop ins to the office will be accepted.**