Job Title:	Director of Marketing
Department:	Marketing
Location:	Remote position but MUST be based in the Kootenay Rockies region *(Hybrid work option also available if based near Kimberley office)*
Status:	Full-time
Reports To:	Chief Executive Officer
Direct Reports:	Internal marketing team of three staff and multiple external contractors
Updated:	July 2026

About the Organization

Kootenay Rockies Tourism (KRT) has operated since 1978 and is the official regional destination management organization for the Kootenay Rockies region of British Columbia. We work closely with Destination BC (DBC), communities, tourism businesses, Indigenous partners, regional non-profits and a broad range of other industry partners to position the Kootenay Rockies as a globally recognized region to visit.

Our work spans destination marketing, destination stewardship, destination development, industry training, and Indigenous tourism partnerships to help grow a sustainable and resilient visitor economy. We currently operate an office in Kimberley, BC but also have staff working remotely across the region.

Our flagship consumer brand is the *Powder Highway* – encompassing some of the best ski resorts, cat skiing, heli skiing, backcountry experiences, hot springs and mountain towns in North America. For almost two decades, the *Powder Highway* has inspired skiers and snowboarders from around the world and remains one of the most celebrated destination brands in Canadian tourism.

Position Summary

Reporting to the CEO, the Director of Marketing is responsible for leading all consumer marketing and corporate communications initiatives for KRT – including leading the Powder Highway brand. This hands-on role will lead our internal marketing team of three professionals and oversee an external network of contractors that can include agencies, creative partners, photographers, videographers, content creators, media partners, and consultants.

A significant component of the position is leading the implementation of marketing programs in the DBC-funded Regional Operations Plan. This work supports DBC with regional destination branding, content development, travel media, travel trade, industry engagement, and the implementation of the *Birthplace of Adventure* and *Rainforest to Rockies* brand strategies as part of DBC's *Super, Natural British Columbia* brand family.

The ideal candidate is equally comfortable developing strategy, leading people, building relationships, presenting to industry partners, and rolling up their sleeves to execute marketing initiatives. You'll help shape the future of the *Powder Highway* brand, work with world-class tourism partners, lead regional destination storytelling, and play a key role in executing DBC marketing work for the region that will influence responsible visitation across the Kootenay Rockies for years to come.

Key Responsibilities

Marketing Leadership

- Lead, mentor, and inspire KRT's marketing team through coaching, goal setting, performance management, accountability, budget tracking and professional development
- Lead the development of annual work plans for KRT's marketing department with the CEO, including leading the annual integrated planning process with DBC for marketing programs
- Manage relationships, workflow and results with marketing leads at DBC, community DMOs and with other key external delivery partners (agencies, consultants, photographers, videographers, writers, designers, content creators) across multiple projects and brands
- Oversee execution of marketing tactics across a range of activities and channels including social media, web content, travel trade, travel media, paid advertising campaigns, consumer shows, e-newsletters, print materials, branded merchandise, and brand activations

Brand Strategy

- Serve as a passionate champion, advocate and steward in the region for the related brands that KRT works on – KRT's *Powder Highway* consumer brand, DBC's *Birthplace of Adventure* and *Rainforest to Rockies* consumer brands, and the *Kootenay Rockies Tourism* corporate brand
- Ensure authentic, consistent brand voice and compelling storytelling across all campaigns, platforms and channels – including paid media, owned media and earned media
- Ensure alignment between KRT's marketing initiatives and its destination stewardship efforts
- Define key performance metrics and targets across the marketing program to measure what matters and iterate on our success
- Full ownership and accountability of internal and DBC-funded reporting and results
- Leverage market research and insights to recalibrate target audiences, campaigns and strategy

Build Connections & Alignment

- Maintain a close working relationship with Destination BC's marketing team
- Build strong relationships with tourism businesses, ski resorts, community DMOs, municipalities, Indigenous tourism partners, sector associations, and other tourism partners at the regional, provincial, national and international levels
- Represent KRT at consumer shows, travel trade shows, industry events, conferences, meetings, regional workshops and partner forums
- Support collaborative regional marketing opportunities, knowledge sharing, partnership development and industry alignment behind regional and provincial priorities
- Support the work of the Kootenay Film Office in attracting film production to the region

Competitive Edge

- Stay on the forefront of digital marketing trends and developments through constant learning and professional development
- Use market research and data insights to shape marketing strategy and iterate on
- Embrace innovative and unconventional approaches, exploring new ideas beyond the standard tactics of other destination brands
- Develop a deep understanding of the opportunities and risks of artificial intelligence in executing and enhancing the marketing strategy
- Engage with other destinations and industry partners at conferences/events to learn best practices and travel industry trends

Education and Relevant Experience

- Post-secondary education in marketing, communications, business, tourism, or a related field
- 5+ years of marketing experience in a leadership role managing teams and external partners
- Tourism, destination marketing, ski industry, outdoor recreation/gear, hospitality, or economic development experience preferred
- Experience working with First Nations, governments, DMOs and a complex array of public and private partners preferred

Skills and Abilities

- Proven track record in building successful brands, executing digital marketing strategies and working across multiple disciplines/platforms
- Deep knowledge of the current digital marketing landscape including paid media, web design, SEO/GEO, content strategy, artificial intelligence, LLMs and social media trends
- Strong background working with advertising agencies, graphic designers, web developers, media outlets and other creative contractors to deliver quality work on time and on budget
- A creative streak with experience in storytelling and compelling brand content that leads with community values
- Demonstrated ability to build and foster professional relationships
- Ability to exercise sound judgement and carry out responsibilities with minimal direction and accountability
- Commitment to constant innovation and improvement
- Strong understanding of the complex issues facing small, rural tourism destinations
- Familiarity with Destination BC, tourism industry networks, or destination management organizations preferred

Compensation and Benefits

- Annual starting base salary range of $80,000 to $90,000 based on experience
- 100% employer-paid extended health and dental benefits
- Employer-paid long term disability coverage

- Matching RRSP program
- Generous paid vacation and time off program
- Equipment like laptop and cell phone provided
- Professional development opportunities
- Flexible and supportive work environment with ability to work remotely in region
- Opportunities to travel throughout the Kootenay Rockies region for work

Kootenay Rockies Tourism 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 submit your cover letter and resume (in confidence) via email to Brad Parsell at brad@kootenayrockies.com with the subject line "KRT Director of Marketing" by **5:00pm MDT on Friday, August 14**. Only qualified applicants and applicants from the Kootenay Rockies region will be responded to.