

<b>Job Title</b>	Managing Director
<b>Reports to</b>	CEO

### About TOTA

The Thompson Okanagan Tourism Association (TOTA) is a not-for-profit society governed by the BC Societies Act. TOTA is an industry-led organization governed by an elected Board of Directors who represent and support business and community tourism interests throughout the Thompson Okanagan region.

TOTA is one of six Regional Destination Management Organizations (RDMO) in the province of British Columbia that work under the Super, Natural British Columbia brand as an official representative of Destination British Columbia and whose mandate includes Industry Development, Destination Marketing, Destination Stewardship, and Destination Development.

### Key Functions & Responsibilities

The Thompson Okanagan Tourism Association (TOTA) is looking for a dynamic tourism professional to join this incredible team as Managing Director. The TOTA team is currently working remotely in a hybrid work environment. This position is home-based however travel around the region and to the Kelowna office will be required (as COVID-19 restrictions permit). Preference will be given to candidates who are located within the Thompson Okanagan region.

TOTA is one of the recognized leaders in Regional Destination Management, and is strategically focused on reimagining and rethinking tourism's roles and responsibilities; and supporting communities and stakeholders in building a strong, respected, and vibrant tourism industry in the Thompson Okanagan region.

The Managing Director for TOTA will bring qualities to the organization that will further assist in this journey of change, embracing a future-forward approach. They will take an active role in broadening TOTA's commitment to responsible, regenerative tourism practices and building strategies that enable the tourism Industry in the Thompson Okanagan to move forward, thoughtfully and progressively.

The Managing Director will work closely with the entire team to implement the updated 10-Year Regional Strategy, "Embracing Our Potential 2.0," focused on regional development through a sustainable and regenerative lens.

## Job Opportunity - Managing Director

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In addition to being a senior member of the TOTA Management team, the Managing Director will take the lead in two specific areas:

- Directing and expanding the efforts of TOTA's social enterprise subsidiary, Symphony Tourism Services. This entity has been a growing resource for research, marketing, and consulting services for small and medium-sized tourism businesses, communities, and other tourism partners.
- Providing strategic direction to the Destination Marketing team leads in Consumer Communications, Travel Trade, and Travel Media to ensure alignment with TOTA's foundational priorities and commitments to Destination BC.

The Managing Director will report to the CEO while working closely with the entire senior team and will be actively involved in strategic planning, budgeting, short- and long-term goal setting and organizational priorities. The Managing Director will also have an active role in creating initiatives that demonstrate organizational commitments to the United Nations 17 Sustainable Development Goals (SDG).

### Job Requirements

- A degree in marketing, tourism, and/or business or related discipline
- At least 10 years of related experience in a multi-disciplinary environment
- Previous experience in policy and program development
- Demonstrated knowledge and understanding of the regional tourism industry
- A proven track record of strategic planning and implementation of projects and initiatives for successful results

### What TOTA Offers

- Competitive remuneration
- Excellent benefits
- RRSP matching
- Supportive team environment
- Focus on work / life balance