



## Chief Executive Officer

**Location:** **Responsible for Cape Breton Island**  
**Office Location - Sydney River, Cape Breton**

**Term:** **Permanent, Full Time**

**Anticipated Start Date** **February 1, 2019**

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### **About the Opportunity:**

The Board of Directors of Destination Cape Breton Association (DCBA) is calling for applications for the position of Chief Executive Officer (CEO). We are looking for an individual who is innovative in accomplishing tasks and someone who thinks outside the box to create unique and viable solutions. We welcome talent that will constantly push the boundaries to get the job done. As CEO, the individual reports directly to the Board of Directors through the Board Chair; sets the strategy and direction for the organization; builds and leads the organization's team; models and sets the culture, values, and behaviour; and allocates capital to the association's priorities.

### **About the Organization:**

DCBA is the official Destination Marketing Organization (DMO) for Cape Breton Island. It is dedicated to the promotion and enhancement of tourism on the Island. Within this role, DCBA actively markets the destination to potential visitors while also taking strategic steps with industry partners to develop the destination to position it for optimal success.

### **Key Duties & Responsibilities:**

- Work with the Board of Directors and Tourism stakeholders on development of strategies, programs and policies to promote tourism on Cape Breton Island.
- Along with the Chair of the Board, lead bi-monthly board meetings.
- Manage, lead and inspire the highly functional staff of DCBA.
- Oversee the development and implementation of an annual plan to promote Cape Breton Island as a leading tourism destination.
- Facilitate the creation and maintain a 5-10-year Strategic Plan for Tourism on Cape Breton Island.

- Create and oversee the annual DCBA budget and annually report to Island wide municipal stakeholders.
- Oversee the various functions within the organization including product innovation, marketing and communications.
- Coordinate with community partners to attract and build new events or activities to Cape Breton Island that have an impact on Tourism.
- Develop relationships with key partners, including but not limited to: Tourism Nova Scotia, Tourism Industry Association of Nova Scotia (TIANS), Atlantic Canada Opportunities Agency (ACOA), Tourism Atlantic, Parks Canada and Destination Canada.
- Develop relationships with Island wide tourism organizations and partners.
- Develop relationships with national, international and regional tourism writers and influencers, tour operators, and travel professionals.
- Represent the organization with media and serve as the primary spokesperson.
- Track the results of internal campaigns and oversee the recording of all pertinent industry performance indicators, such as occupancy, tourism sentiment index and conversion study data.
- Oversee regular research projects that quantify the value of tourism and justify the funding allocations.
- Develop and conduct annual meetings with stakeholders that demonstrates the achievements of the organization from the previous year.
- Represent Destination Cape Breton Association (DCBA) as an advocate, whenever necessary, with the other partners agencies as new programs and developments are discussed.
- Attend meetings, seminars, conventions and workshops to stay informed of the changes in the tourism industry.
- Monitor the political legislative landscape at the regional, provincial and federal levels and make recommendations to the Chair of the Board as the appropriate action / submission on behalf of the industry and Destination Cape Breton when appropriate.
- Prepare and deliver presentations on tourism to local and regional organizations, as requested.
- Manage, negotiate and renew any partnership agreements with outside partners and keep the Board of Directors informed on the progress and outcome.
- Manage all contract preparation and administration with primary funding partners ACOA.
- Work with the General Manager of DCBA to ensure day to day operations are seamless.

**Knowledge, Skills and Abilities Required:**

- Strong knowledge of the tourism industry.
- Strong knowledge of Cape Breton Island.
- Excellent organizational skills with the ability to coordinate multiple projects.
- Strong communication skills across all levels (internally, externally and to the Board).
- Strong attention to detail and ability to follow through.
- Excellent writing and editing skills.
- Minimum of six years of professional experience in the destination marketing industry or a related industry.
- Minimum of three years of experience in executive level leadership.

- Must be computer literate and work comfortably with Microsoft Office products such as Word, Excel, PowerPoint, and other products such as Google Analytics, etc.
- Ability to effectively speak in public and to the media.
- Ability to handle stressful situations.
- Ability to establish and maintain successful working relationships.
- Strong understanding of accounting principles and experience creating budgets.
- Must have experience managing others in a leadership role and cultivating a team environment.
- Competence in initiating and implementing new strategic directions.
- Affiliation with or strong working knowledge of Destinations Marketing Association of Canada (DMAC) preferred.
- Bachelor's degree required and Master's degree or equivalent experience preferred.
- The Successful Candidate will be well-organized, energetic, self-motivated, entrepreneurial, ethical, possess excellent management skills and be able to work well with a diverse group of local, provincial, national and international leaders, businesses, volunteers, and community stakeholder groups.
- Additionally, they will demonstrate a passion for the tourism industry and for Cape Breton Island as a destination.

#### **Compensation & Benefits:**

- Salary commensurate with qualifications and experience.
- Benefits include vacation, holidays, health/dental/life benefits, cell phone.

#### **How to Apply:**

- Please forward the required documentation outlined below in confidence to:  
**Debbie Rudderham at [ceo@dcba.ca](mailto:ceo@dcba.ca)**

#### **Complete submissions will include:**

- Cover Letter
- Résumé with 4 references.
- Answers to the following questions:
  1. In your current position, what is your day-to-day portfolio of responsibilities, the number of staff directly reporting to you and their job titles?
  2. Give an example of a large successful campaign that you were responsible for and who were your partners?
  3. How are you engaged in serving the community in which you work and/or live?

**Reminder: The deadline to apply is 4:00 pm (Atlantic), November 23, 2018.**

***Thank you for applying. Only candidates selected for an interview will be contacted.***