



## **Executive Director Position - Detailed Description**

The Executive Director (ED) reports to the Gabriola Island Chamber Council (GICC) and is the leadership role and public face for the organization. The ED is responsible for;

1. Providing guidance and support to the volunteer Council members, and its committees, with their responsibilities and strategic objectives;
2. Providing Community Economic Development Services in Electoral Area B (Gabriola, Mudge and Decourcy Islands) on behalf of the GICC and consistent with the expectations defined within the Service Agreement the GICC holds with the Regional District of Nanaimo;
3. The development and leadership of the volunteer team of Tourism Counselors to provide first class Member and Visitor Service; and
4. The development and implementation of approved Tourism and Membership programs and services.

The ED regularly seeks the input, advice and assistance of key community stakeholders, groups and individuals, to ensure a broad, community-based perspective when developing recommendations for Council on project plans, community priorities and direction on initiatives.

The ED regularly seeks the input, advice and assistance of the Membership Committee with respect to the tourism and membership programs and services.

While the ED has overall accountability, it is expected that they will delegate workload as appropriate. The ED is responsible for the oversight and guidance of the long-term contract positions as well as the contractors brought on through RFP's for various projects. The ED will provide the necessary direction and support to ensure these individuals are successful in their contribution to the achievement of GICC's strategic objectives and the ED's responsibilities as outlined above.

The ED's work is to help develop a robust economy by providing tools and resources to create a community working in concert to improve our entrepreneurial capacity. The ED's will be involved in activities such as economic planning, marketing, project management, information management and support to the business community.

### **STRUCTURE:**

The ED reports to the President and Council members through the Governance and Human Resource (GHR) Committee. The GHR Committee includes the President, Vice-President, the Treasurer, and the Secretary. They will also report to the GICC Council on a monthly basis to provide guidance and seek approval on recommendations.

This is a 25-30 hour/week long-term contractor position, with an annual review and contract negotiations. The ED will also be required to attend meetings outside of regular business hours and may have to travel off-island to attend trade shows or marketing opportunities on an as-needed basis.

### **SCOPE AND AUTHORITY:**

Specific responsibilities will be determined in consultation with the GHR Committee and GICC with an emphasis on economic development and meeting the strategic goals and activities outlined in the various plans. The ED will develop and execute, with the appropriate input of the GHR Committee, an annual operational plan, budget and work plan covering all areas of the organization's priorities, approved by GICC.

The ED will prepare regular reports reflecting progress towards the agreed upon Key Performance Indicators as they relate to the Plan, which will be reviewed by the GHR, and Membership Committee and submitted to the GICC. The GICC retains final approval for all plans, activities and budget expenditures. A key role for the ED position is communicating with the residents of Area B about the initiatives, projects and developments to ensure wide-scale community feedback and engagement.

#### **KEY RESPONSIBILITIES:**

##### **Administration**

The ED will:

- Develop for Council approval Strategic and Operational plans and annual budgets for all areas of the GICC organization and strategic objectives
- Provide monthly Council meeting organization, minute taking, AGM and annual planning activities
- Ensure due diligence and good governance through the understanding and advising of the Board on process, policies and bylaws and thorough Council Orientation, and
- Direct and guide the work and performance of the two contract positions.
- Provide the leadership and example for organized administration
- Organize and maintain an accessible, effective economic development, membership and visitor centre office
- Work with the Finance Committee to prepare and administer the annual budget, and
- Identify and access additional funding from government and other sources for special projects.

##### **Economic Development**

The ED will:

- Create and implement the Development, Operational and Strategic plans for the Chamber Council approval
- Identify and access sources of additional funding to achieve economic goals
- Encourage and support community engagement in the economic and business development programs and projects
- Increase the capacity of current events and activities, as well as generate new learning and business opportunities
- Support the community's development and implementation of the Area B Housing Strategy
- Work with the Advisory Group to encourage business attraction that is reflective of, and responsible to, the residents of Area B, and
- Provide advice to GICC on issues that may affect the business climate within the communities of Area B.

##### **Business Development**

The ED will:

- Act as the primary point of contact for business and investor inquiries, providing information, assisting with site visits in the community and promoting local opportunities
- Conduct a Business/Tourism Asset Inventory for Area B and update it annually in addition to identifying gaps and changes to improve business and tourism opportunities to the business community of Area B
- Foster the development of small businesses within Area B by providing coaching and advice to aspiring entrepreneurs
- Implement and oversee a Small Business Support Program
- Conduct a Business Attraction & Retention Survey for Area B businesses
- Increase access to working capital for Area B businesses where possible, and
- Create and promote, in conjunction with the Membership Committee, membership benefits, services and resources to support member businesses in their growth and development.

### **Promotion, Marketing and Provision of Information**

The ED is responsible for consistent and effective marketing and communication to the membership and community through the balanced use of media, newsletter, website and social media and involvement in activities and committees.

The ED will:

- Develop and execute an Off Season Tourism Marketing plan
- Partner with Vancouver Island Tourism initiatives
- Seek additional opportunities to promote Gabriola
- Work with Gabriola businesses to create opportunities to be market ready, offer best customer service practises, and build remarkable experiences
- Ensure integration of economic development and tourism throughout all marketing/brand initiatives
- Carry out community engagement sessions to build the Area B brand and buy-in within the community
- Identify strategic partners to promote Area B through collaborative marketing
- Organize Workshops and Events:
  - Planning of workshops/events/networking for member needs
  - Coordinating of venues, food and beverages and logistics
  - Marketing programs through social and conventional advertising methods

### **Planning and Technical Support**

The ED will:

- Conduct research, analysis, planning and evaluation for Council and the community (including monitoring of KPIs)
- Manage projects and contractors engaged to complete projects
- Identify local business opportunities
- Develop mitigation strategies in the event of an economic downturn and
- Facilitate the process of strategic planning to help develop a new Strategic Plan going forward.

### **Liaison, Relationships and Partnerships**

The ED will:

- Create and implement Communications Plan to inform the residents of Area B of the CED initiatives and opportunities to engage in the process and to inform the current and potential Chamber members of initiatives and opportunities;
- Develop and maintain active contact with other business and economic development organizations and government agencies in order to stay abreast of current programs, services and opportunities;
- Maintain an awareness of regional, provincial and federal economic planning programs and activities;
- Attend community meetings to provide information and updates to the public at large;
- Attend monthly GICC Council meetings to provide progress reports and recommendations for approval;
- Develop an effective working relationship with GICC staff/contractors in order to maximize economic development benefit to the community; and
- Facilitate partnerships between businesses, the arts and culture community, government, financial and educational institutions, First Nations organizations and the community.

### **Financial:**

The ED will:

- Work with the finance committee and treasurer for planning and working within the budget;
- Keep accurate spreadsheets of receivables;
- Ensure that invoices are sent out in a timely and accurate fashion;
- Ensure deposits to the bank are done in a timely fashion;
- Liaison with the bookkeeper to ensure that information is accurate for monthly financials; and
- Follow the financial policies.