

DIRECTOR OF MARKETING / EXECUTIVE DIRECTOR

Tourism Langley

Tourism Langley is currently recruiting for a **Director of Marketing / Executive Director** to lead the establishment, growth and development of the newly founded “Tourism Langley” destination marketing organization.

Reporting to the Board of Directors of Langley Tourism, the **Director of Marketing / Executive Director, Tourism Langley** will be responsible for managing and implementing the Langley Tourism Plan, which will provide objectives, strategies, and tactics for the sustainable development of tourism markets and products in the City and Township of Langley.

Using the Langley Tourism Plan as a guide, the Director will be accountable for developing annual marketing plans, identifying emerging opportunities and target markets that will contribute to the sustainable growth of tourism in Langley. The Director will assist in the development of tourism products through the appropriate communication mediums and will lead the creation and management of a Tourism Langley brand identity. Building positive, cooperative relationships between Tourism Langley and its stakeholders, other DMOs and the community at large is integral to this role. The Director will also be responsible for managing the staff and volunteers of Tourism Langley, including the operation of the Visitor Information Centre.

We are seeking an individual with a post-secondary degree or diploma in a related field, supplemented by a minimum of 5 years experience in Canada’s tourism and/or hospitality industries, extensive experience in marketing including at least 3 years in a BC destination marketing organization. You will have an entrepreneurial attitude and a proven track record as a leader in the tourism industry. You are comfortable and adept at building relationships and working with a wide variety of interest groups and you must possess polished presentation and verbal and written communication skills. Extensive computer familiarity is required with proficiency in visual presentations, database management, word processing and spreadsheets. A valid BC driver’s license is required.

A willingness to work a flexible schedule, including occasional evenings, weekends and overnight travel will be required for this role. A competitive salary commensurate with experience is available with this position. A detailed job description for this role is available at info@langleybc.ca.

If you wish to pursue this challenging opportunity please send your résumé along with a cover letter in confidence to:

Tourism Langley – Director of Marketing / Executive Director Selection Committee
c/o Greater Langley Chamber of Commerce
1 - 5761 Glover Road
Langley, BC
V3A 8M8

The closing deadline for submitting resumes is **4:30 p.m. Friday, August 31, 2007.**

We appreciate all applications; however, only short-listed candidates will be contacted.