

Job Title: Executive Director (Full-Time)
Department: British Columbia Lodging and Campgrounds Association (BCLCA)
Location: British Columbia (Hybrid) | Remote (Canada-wide option available)
Office Address: BC Lodging & Campgrounds Association
209 - 3003 St John's Street Port Moody, BC Canada V3H 2C4 Phone:
Email: office@bclca.com
Employment Type: Full Time | 40 hours/week |
| Potential future remote office (2-year timeframe planned)
Posting Dates: September 8, 2025 – September 30, 2025

About Us:

The BC Lodging and Campgrounds Association (BCLCA) is a not-for-profit trade association and consumer marketing organization. Created in 1944, BC Lodging and Campgrounds Association is membership-driven and represents the interests of British Columbia's independently owned and operated small and mid-size lodging and campground/RV park businesses.

Position Summary:

The Executive Director is the chief leader and advocate for the Association, responsible for developing and implementing its strategic direction, managing operations, overseeing finances, and ensuring the delivery of impactful programs and services. This role demands a visionary leader with strong communication, organizational, and management skills to foster growth, collaboration, and success.

Key Responsibilities:

1. Strategic Leadership & Advocacy

- Develop and execute the Association's strategic plan in collaboration with the Board of Directors.
- Advocate for the Association's policies at all levels of government, including preparing briefs, writing letters, and attending consultative meetings.
- Build strong relationships with government officials, industry stakeholders, and partner organizations.

2. Membership Growth & Engagement

- Maintain and grow the Association's membership through proactive outreach and engagement strategies.
- Foster collaboration and engagement among members by creating a supportive and inclusive environment.
- Manage communications with members, including newsletters, surveys, and updates.

3. Event & Program Oversight

- Plan and oversee key events, including the Industry Forum, Trade Show, Annual General Meeting, and other member meetings.
- Develop session topics, secure speakers, and manage event logistics in conjunction with staff and contractors.
- Attend events and oversee contractors and staff.

4. Financial Oversight

- Prepare annual budgets and present financial reports to the Board and membership.
- Oversee bookkeeping, payroll, and the management of the Association's cash investment portfolio.
- Approve financial transactions and ensure sound fiscal management practices.

5. Marketing & Communications

- Lead marketing efforts, including website management, social media strategy, and consumer campaigns.
- Oversee initiatives like Super Camping/Select Lodging BC and the Camping and RVing BC Coalition.
- Write and distribute press releases, newsletters, and other communication materials.

6. Team Leadership

- Hire, manage, and support the Association's staff and contractors.
- Cultivate a collaborative and positive work culture focused on creativity, teamwork, and excellence.

7. Other Duties

- Perform additional responsibilities as required to meet the needs of the Association.

Qualifications & Competencies:

- Proven leadership experience in strategic planning, organizational management, and team development.
- Exceptional written and verbal communication skills, with an approachable and enthusiastic demeanor.
- Ability to build and maintain collaborative relationships with stakeholders, government representatives, and partner organizations.
- Strong business acumen, including experience with budgeting, financial oversight, and performance monitoring.
- Flexibility to adapt to evolving organizational needs and work outside standard hours when required.
- Strategic thinker with a results-driven mindset and a passion for driving organizational growth.

It Would Be Great If You Also Had:

- Experience working in tourism, economic development, or public-private partnerships.
- Previously worked for or managed a non-profit organization(s)
- Knowledge of inclusive growth, capacity building, and regulatory frameworks affecting the industry.

Compensation & Benefits:

Salary range: \$95,000 - \$105,000. Within this range, the base pay offered is determined by multiple factors, including job-related skills and relevant education and experience. Starting salaries for new hires typically fall between the minimum and mid-point of the range to support internal equity and allow room for progression as employees grow and excel in their roles.

Other benefits include:

- Sick days per year – 10 days
- Minimum 4 weeks of vacation plus other paid time off

- Flexible working options (hybrid or remote)
- Professional growth opportunities through training and mentorship
- **Travel opportunities** – Engage with industry leaders and stakeholders across British Columbia and Canada while attending key events, conferences, and meetings that shape the future of the sector.

Additional Information:

- This role requires occasional travel across British Columbia and Canada.
- If based in BC, this position follows a hybrid work model with in-office requirements; for candidates elsewhere in Canada, this role may be fully remote.

How to Apply:

Please send your resume and cover letter to office@bclca.com. Applications will be accepted until September 30, 2025.