JOB DESCRIPTION

Executive Director

Kamloops Central Business Improvement Association (KCBIA)

Position Overview

The Executive Director (ED) serves as the senior administrative and strategic leader of the Kamloops Central Business Improvement Association (KCBIA). Reporting to the Board of Directors, the ED is responsible for translating the Board's strategic direction into measurable outcomes that enhance the economic vitality, vibrancy, and long-term sustainability of the Kamloops downtown business district.

The ED provides leadership across strategy execution, organizational operations, financial stewardship, stakeholder engagement, and district advocacy. Acting as the primary liaison between the Board, KCBIA members, municipal partners, community stakeholders, and the public, the Executive Director plays a central role in championing the interests and success of the downtown business community.

Leading a small, collaborative team, the Executive Director combines strategic leadership with hands-on operational involvement to deliver programs, events, and district initiatives. Success in this role requires a leader who is resourceful, relationship-driven, and comfortable navigating the intersection of business, community, and municipal priorities.

The Executive Director operates within a dynamic downtown environment that requires balancing economic development goals with broader community priorities. The role requires the ability to navigate complex issues related to business vitality, public space, safety, and urban development while maintaining strong relationships with diverse stakeholders.

Key Responsibilities

1. Strategic Leadership

- Shape and advance the long-term vision and priorities of the KCBIA.
- Lead the implementation of the Board-approved strategic plan and translate priorities into actionable operational initiatives.
- Identify emerging economic, regulatory, and social trends affecting the downtown business district and provide analysis and recommendations to the Board.
- Develop and execute multi-year strategies supporting economic vitality, district competitiveness, and downtown revitalization.
- Monitor district performance indicators, including business mix, vacancy rates, foot traffic, economic activity, and investment trends.
- Provide forward-looking advice to the Board on risks, opportunities, and initiatives.
- Champion the long-term identity and competitiveness of the downtown business district.

2. Organizational Management

- Oversee the day-to-day operations of the organization and ensure the effective delivery of KCBIA programs and services.
- Lead staff, consultants, contractors, and volunteers.
- Foster a high-performance organizational culture grounded in accountability, collaboration, and service to members.
- Establish and maintain effective operational systems, procedures, and internal controls that support organizational effectiveness.
- Ensure strong project management practices across events, promotions, district improvement initiatives, and operational activities.
- Promote a positive and supportive workplace culture that attracts and retains talented employees and partners.

3. Governance Support

- Work closely with the Board to ensure effective governance practices and organizational oversight.
- Support Board Committees in advancing strategic priorities and executing their mandate.
- Prepare Board meeting agendas, reports, and supporting documentation in collaboration with Board leadership.
- Provide regular operational, strategic and financial updates to the Board.
- Support Annual General Meetings and other member governance processes.
- Ensure the organization operates in compliance with applicable legislation, bylaws, and internal policies.

4. Financial Stewardship

- Develop and manage the annual operating budget for Board approval.
- Ensure responsible financial management and alignment with approved budgets and strategic priorities.
- Maintain strong financial controls, reporting practices, and accountability standards.
- Work with the Board Finance Committee to monitor financial performance and address emerging financial considerations.
- Identify and pursue funding opportunities including grants, sponsorships, and partnerships that support KCBIA initiatives.
- Ensure compliance with municipal levy requirements and funding agreements.
- Support long-term financial sustainability through responsible financial planning and oversight.

5. Economic Development and District Enhancement

- Lead initiatives that strengthen the commercial vitality and competitiveness of the downtown district.
- Support business attraction, retention, and expansion strategies within the KCBIA area.
- Coordinate beautification, streetscape improvements, and placemaking initiatives that enhance the downtown environment.
- Oversee marketing campaigns, events, and promotional initiatives that increase foot traffic and support local businesses.
- Monitor district trends including vacancy rates, economic indicators, and industry changes.
- Actively participate in municipal planning discussions and initiatives related to the redesign and development of the downtown business district.

6. Stakeholder, Member, and Brand Leadership

- Serve as the primary spokesperson and ambassador for the KCBIA.
- Build and maintain strong relationships with business owners, property owners, community organizations, municipal partners, and other stakeholders.
- Advocate for the interests of the downtown business district with municipal and other levels of government.
- Facilitate collaboration with community partners and local institutions.
- Maintain consistent, transparent communication with members.
- Develop and deliver programs, events, and initiatives that provide tangible value to businesses.
- Plan and execute public-facing events to increase foot traffic and business activity in the district.
- Plan and promote internal/member-focused events that foster connection, share outcomes, and reinforce the KCBIA's role in supporting members.
- Engage regularly with membership to identify emerging issues, opportunities, and priorities affecting the district.
- Encourage member participation in committees, events, and initiatives.
- Lead KCBIA's brand strategy, ensuring consistent messaging, visual identity, and public perception across all platforms.
- Oversee marketing and communications to support district initiatives, member engagement, and the organization's mission.
- Ensure public messaging strengthens the identity, reputation, and competitiveness of the downtown business district.

Key Competencies and Leadership Traits

The successful candidate will demonstrate:

- **Strategic & Operational Leadership** - ability to set vision, execute strategy, and drive organizational performance.

- **Financial & Resource Management** - experience overseeing budgets, funding strategies, and operational resources responsibly.
- **Stakeholder & Community Engagement** - strong relationship-building, advocacy, and collaboration with diverse partners, including municipal, business, and community stakeholders.
- **Governance & Board Relations** - experience supporting boards, providing clear operational and strategic insights, and ensuring compliance with relevant policies and regulations.
- **Leadership Presence & Personal Attributes** - excellent communication and public-speaking skills, resilience and adaptability in complex environments, and a collaborative, results-oriented approach.

Qualifications

- Baccalaureate degree in Business, Public Administration, or a related field, with 5+ years of progressive senior leadership experience in economic development, non-profit management, or municipal/public affairs.
- Proven track record of increasing senior leadership responsibility in economic development, non-profit management, or municipal affairs.
- Experience working with Boards of Directors, with knowledge and understanding of governance principles and the role of the board; preferably in a non-profit setting.
- Demonstrated success in stakeholder engagement, advocacy, and building community partnerships.
- Minimum five years of experience managing staff, budgets, and complex programs with measurable results.
- Knowledge of municipal planning, urban development, and local business ecosystems.
- Familiarity with Business Improvement Areas (BIAs) or district management organizations.
- Comfort and credibility representing an organization in public and media forums.
- Willing to undergo a criminal record check as a condition of employment.

Note: Equivalent combinations of education and/or experience will also be considered.

Working Conditions

- This position is based in Kamloops, BC and will require in-person presence.
- Full-time position: Monday through Friday, with occasional evening and weekend work as needed.
- Travel required within the Kamloops region to attend meetings, events, and presentations.

Key Success Factors / Performance Indicators

The ED's performance will be measured against:

- Successful implementation of Board-approved strategic priorities.
- Member satisfaction and active engagement in programs, services, and events.
- Financial sustainability and effective budget and resource management.
- Growth in downtown district vitality, foot traffic, and economic activity.
- Effective governance support and transparent reporting to the Board.
- Strength and maintenance of partnerships with government, business, and community stakeholders

Working Environment

The Executive Director operates in a dynamic, collaborative, and public-facing environment requiring regular interaction with:

- Business owners and property stakeholders within the district
- Board members and committee leadership
- Municipal government officials and community partners
- Media, the public, and other external stakeholders

This role requires flexibility, strong interpersonal skills, and the ability to navigate complex economic, social, and policy contexts while balancing strategic priorities with operational execution.