



South Canadian Rockies Tourism Association (SCRTA)

Career Opportunity: Executive Director

The South Canadian Rockies region is stepping into a remarkable moment. With growing recognition as an emerging tourism destination in Canada and an unmatched quality of life in one of Alberta's most beautiful landscapes, SCRTA is looking for an exceptional Executive Director to help shape what comes next.

This is a leadership role for someone who is energized by big-picture strategy and equally comfortable rolling up their sleeves to build relationships, secure partnerships, advance advocacy priorities, and help a young organization grow with purpose. The Executive Director reports to the Board of Directors and provides overall leadership for SCRTA's organizational, strategic, fiscal, and cultural direction.

About the Role

The Executive Director is responsible for leading SCRTA through an important stage of regional growth. The role includes oversight of staff and contractors, operations, financial management, special projects, stakeholder engagement, member relations, and implementation of the strategic plan. The position also plays a central role in ensuring the organization remains collaborative, outcomes-focused, financially responsible, and regionally relevant.

In the coming year, one of the most critical priorities for this position will be advocacy, government relations, and stakeholder relations. SCRTA is expanding its work with municipalities, tourism operators, regional partners, and sector organizations, while also pursuing new agreements, funding opportunities, destination management tools, and collaborative partnerships. *This requires a leader who can represent the region with confidence, credibility, diplomacy, and strong political acuity.*

What You'll Lead

- Execute SCRTA's strategic priorities and annual operations in alignment with the Board's direction.
- Lead, support, and develop staff, contractors, and project teams while building a cohesive, high-performing organizational culture.
- Oversee grants, budgets, reporting, funding applications, and responsible management of financial and capital assets.
- With committee assistance, coordinate key organizational functions including board administration, team planning, internal processes, and policy development.
- Strengthen member services, recruit new members, and maintain meaningful on-the-ground relationships through regular outreach and site visits.
- Guide major regional initiatives, events, and projects, including collaborative workshops, forums, tourism programming, and sector engagement activities.

Advocacy and Partnership Focus

This role requires significant experience in advocacy and relationship-based leadership. The Executive Director will be expected to lead conversations with municipalities, sector partners, tourism stakeholders, and decision-makers; support the creation of new committees and tables; advance regional priorities; and help position SCRTA as a trusted, solutions-oriented partner.

The successful candidate must be able to build and sustain strong stakeholder relationships across a diverse regional network, including municipalities, chambers, tourism operators, destination partners, economic development organizations, and funding bodies. They must also be capable of identifying opportunities, negotiating alignment, and helping secure the agreements, partnerships, and funding relationships needed to support SCRTA's next phase of growth.

Ideal Candidate

SCRTA is seeking a leader who brings both vision and execution. The ideal candidate is strategic, persuasive, organized, and highly relational. They are comfortable working across community, business, tourism, and government environments and know how to move initiatives forward through trust, communication, and follow-through.

Required Experience and Skills

- Mandatory: Leadership/management experience in a nonprofit, tourism, destination management, as well as membership-based or public-facing organization.
- Demonstrated success in advocacy, government relations, intergovernmental collaboration, or stakeholder engagement.

- Proven ability to build partnerships, negotiate agreements, and develop productive relationships with public sector and industry partners.
- Strong experience securing, managing, and reporting on grants, funding agreements, sponsorships, or partnership investments.
- Experience managing budgets, organizational operations, and multiple concurrent projects with accountability to a board or governing body.
- Excellent communication skills, including public speaking, relationship management, and persuasive writing.
- Strong political and organizational awareness, with the ability to navigate complex stakeholder environments professionally and diplomatically.
- Experience supervising staff or contractors and creating internal systems, processes, and team alignment.

Assets

- Knowledge of Alberta's tourism landscape, rural development environment, and destination management opportunities.
- Basic knowledge / awareness of the South Canadian Rockies region.
- Experience working with municipalities, tourism associations, economic development organizations, or regional collaboration models.
- Familiarity with member-based organizations, tourism funding programs, and regional planning processes.

Why This Role Matters

SCRTA is at an exciting point in its evolution. The organization is expanding its regional presence, strengthening its partnerships, growing its services, and helping shape the long-term tourism future of the South Canadian Rockies. The Executive Director will have the opportunity to influence meaningful regional outcomes while living and working in a spectacular part of Alberta known for its mountains, trails, communities, and exceptional quality of life.

This is an opportunity for a leader who wants to make a visible impact, build something lasting, and help guide a destination that is clearly on the rise.

Compensation

The proposed compensation for SCRTA's new Executive Director is an annual salary in the range of \$65,000 to \$75,000, plus paid vacation and a health stipend. Preference will be given to candidates who live within the South Canadian Rockies region or in southern Manitoba, due to the significant on-site and in-region responsibilities required for the role.

Job posted until: July 24, 2026 4:30pm