



Central Nova Scotia Tourism Development Society

JOB POSTING **Executive Director**

CREATED: August 2025

POSITION SUMMARY:

Reporting to the Central Nova Scotia Tourism Development Society Board of Directors, the Executive Director will provide strategic leadership and oversight, guiding the organization's efforts to drive tourism growth, strengthen its brand, and create sustainable economic impact. The Executive Director will be responsible for developing and executing initiatives that align with the Society's mission, fostering strong stakeholder engagement, and ensuring innovative and effective management.

In the short term, the Executive Director will lead the organization's work in alignment with the Strategic Tourism Expansion Program (STEP) Report and Recommendations. A full copy of the STEP report can be found here: [STEP Report](#)

Over the long term, they will collaborate with the Board to develop a comprehensive strategic plan to shape the Society's future direction.

This role oversees all aspects of financial management, communications, organizational operations, and Board relations. The ideal candidate will bring an entrepreneurial mindset, a forward-thinking approach, and expertise in innovation to drive the organization's success.

The Executive Director will lead and directly oversee all staff of the Society, as well as manage subcontracted or independent consultant work.

As this is a newly formed organization, the Executive Director should be prepared to take on significant foundational work to help establish the Society's structure and day-to-day operations. This includes a wide range of start-up tasks such as setting up internal systems and processes, supporting the development of governance and administrative tools, coordinating logistics, and helping to establish the Society's identity, visibility, and connections with key stakeholders.



Central Nova Scotia

Tourism Development Society

REPORTING RELATIONSHIPS:

Reports To: Central Nova Scotia Tourism Development Society Board of Directors

KEY WORKING RELATIONSHIPS:

Internal:

- The Society's Board of Directors
- Municipal Marketing Levy Coordinator

External:

- Municipal, Provincial, and Federal Government Representatives
- Tourism Nova Scotia
- Local and Regional Tourism Operators
- Truro & Colchester Chamber of Commerce
- Downtown Truro Partnership
- Truro & Colchester Partnership for Economic Prosperity
- Central Nova Scotia Civic Centre Society
- Event Organizers and Festival Committees
- Indigenous and Cultural Tourism Groups
- Funding Partners and Granting Agencies

RESPONSIBILITIES

Financial:

- Oversee the use of marketing levy funds, with direct support of the Municipal Marketing Levy Coordinator and input from Municipal Councils.
- Seek out, establish, and maintain additional funding sources to support special projects, leveraging opportunities from federal and provincial agencies.
- Oversee the development and management of the annual budget, ensuring resource allocation aligns with strategic priorities and is monitored throughout the year.
- Ensure appropriate staffing or external resources are in place for effective financial management.
- Develop, implement, and enforce financial policies and procedures to ensure responsible fiscal management.
- Ensure all financial activities comply with organizational policies, bylaws, guidelines, and ethical standards, addressing corrective actions as needed.



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Communications:

- Work to enhance brand and reputation of the organization by maintaining active involvement in the community.
- Expand market reach through new partnerships, alliances, and business opportunities.
- Communicate publicly the strategy and results of the organization.
- Represent the organization as primary spokesperson in the media and for announcements, presentations, and interviews.
- Utilize digital marketing, social media, and data analytics to enhance engagement.
- Establish and maintain relationships with community partners, government representatives, political representatives, and other key stakeholders in the promotion of tourism in the Colchester Region.
- Remain current on legislation and public policy that impacts travel and tourism.
- Be a contributing partner in furthering the economic development of the Colchester Region.
- Innovate creative ways to market and promote the Colchester Region as a competitive meeting, event, corporate, and leisure destination.
- Prepare annual updates on the Society's operations and financials for Municipal Councils and deliver presentations as required.

Leadership:

- Manage all business functions of the organization including communication and marketing, sales, finances, and partnerships.
- Work with Board of Directors and stakeholders to develop and carry out an annual strategic plan focused on effectiveness and goals. Monitor the ongoing progress of the strategic plan goals using data analytics, measure and report on results, and make course corrections as needed.
- Provide leadership to all organizational staff. Provide vision, direction, coaching and professional development opportunities. Ensure the team is provided with appropriate resources to effectively carry out the strategic functions of their roles.
- Ensure legal compliance with employment law in all personnel actions and record keeping.
- Develop and implement effective human resource management functions for staff, including recruitment and hiring procedures, orientation of new staff members, regular performance reviews, corrective action, dismissal procedures and other human resource activities.
- Promote equity, diversity, and inclusion within the organization.
- Perform administrative tasks as required.



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Board Management

- Working with the Board Chair and Municipal Executive Committee, ensure recruitment and development of a diverse Board of Directors that is representative of the community.
- Work with the Board of Directors to develop the long-range strategic plan for the organization. Identify key priorities for the organization and the tourism industry. Ensure the long-range strategic plan is implemented under the direction of the Board of Directors and committees of the Board.
- Manage the process of Board meetings, including preparing agendas and meeting materials in consultation with the Chair. Make recommendations to the Chair on matters for consideration by the Board.
- Conduct other duties as may be assigned by the Chair and Board.

QUALIFICATIONS AND REQUIREMENTS

- A bachelor's degree in Business, Marketing, Tourism, Hospitality Management, or a related field is considered an asset; equivalent education and/or experience will also be considered.
- Minimum 8 years of leadership experience.
- Demonstrated experience in destination marketing, tourism development or related industry.
- Proven track record of successful strategic planning and implementation.
- Experience owning or operating a tourism-related business or similar enterprise will be considered a strong asset.
- Applicants must be legally entitled to work in Canada at the time of application.
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We recognize the diverse range of skills required for this role and encourage applications from candidates with a variety of backgrounds. If you can demonstrate the ability to lead, manage operations, and contribute to tourism growth, regardless of how you gained that experience, we want to hear from you.

WORKING CONDITIONS

- This is a remote, work-from-home position; however, there is an expectation for regular in-person presence for meetings, site visits, and engagement with tourism operators and stakeholders.
- Option for a hybrid work setting (in office & work-from-home) could be made available upon request.
- Regular travel will be required throughout the region.
- The successful candidate must reside in Colchester County or be willing to relocate.



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- The candidate must have access to their own vehicle; mileage will be reimbursed in accordance with the Society's travel policy.

SALARY RANGE

- Salary range: **\$85,000 – \$100,000** annually, based on qualifications and experience.
- Benefits can be included as part of a negotiated compensation package.

Commitment to Diversity, Equity, Inclusion, and Accessibility

The Central Nova Scotia Tourism Development Society is committed to treating people fairly, with respect and dignity. Our goal is to move forward as a diverse and inclusive Society, representative of the Colchester Community and visitors to our region, by offering equal opportunities free of biases. We encourage all qualified applicants who self-identify as Indigenous, Black/African Nova Scotian, Persons of Colour, Newcomers, Persons with Disabilities, 2SLGBTQIA+ to apply and self-identify on their applications.

The CNSTDS supports the principles of the Nova Scotia Human Rights Act and the principles of inclusion for persons with disabilities in the Nova Scotia Accessibility Act. Applicants are encouraged to identify any need for an accommodation upon being contacted for an interview.

Posting Date: August 13, 2025

Closing Date: August 29, 2025 at 4:00 p.m. AST

How to Apply:

Please upload a resume and cover letter to our online job board here: https://colchester.applytojobs.ca/community_partner_postings/40781

Questions about the application process or job posting can be directed to:

Jenn Mantin

Economic Development Officer

Email: jmantin@colchester.ca