



Executive Director – Travel Drumheller Destination Management Organization

Position Overview

- Provides overall strategic and operational leadership for the organization
- Accountable to the Board of Directors and guided by Travel Drumheller's vision, mission, and strategic priorities
- Lead fundraising and resource development activities, including Grant writing and partnership buy ins to secure funding for existing programs and future growth.
- Oversees destination marketing, development, stewardship, and advocacy for the Drumheller region
- Ensures strong governance support, financial stewardship, and organizational effectiveness
- Leads people, programs, partnerships, and resources to deliver measurable impact for members, stakeholders, and the broader community

Key Areas of Responsibility

Leadership & Employee Relations

- Create and sustain an organizational culture aligned with Travel Drumheller's values
- Enable employees, contractors, and volunteers to contribute meaningfully to planning and decision-making
- Foster a positive, collaborative, inclusive, and accountable workplace
- Establish clear performance expectations and ensure regular feedback, evaluation, and recognition
- Design and maintain an organizational structure that is flexible, fiscally responsible, and strategy-aligned
- Oversee recruitment, contractors, onboarding, performance management, compensation, and discipline in accordance with Board policy
- Ensure organizational policies, procedures, and expectations are clearly understood and followed

Financial Planning, Budgeting & Management

- Provide overall financial stewardship and accountability
- Lead the development of annual operating and capital budgets aligned with strategic priorities
- Oversee day-to-day financial management, internal controls, and financial reporting
- Ensure Tourism Investment funds are administered in full compliance with provincial legislation, municipal agreements, funding contracts, and Board policy
- Monitor revenues and expenditures and ensure financial sustainability
- Provide clear, accurate, and timely monthly financial statements for quarterly Board review
- Ensure timely completion of audits, regulatory filings, and funding reports
- Approve expenditures within delegated authority and approved budgets
- Support revenue diversification through grants, partnerships, sponsorships, and other funding sources



Risk Management

- Implement and maintain risk management practices to protect organizational assets and reputation
- Protect physical, financial, and digital assets through policies, maintenance, and controls
- Ensure compliance with legal, regulatory, and contractual obligations
- Identify, assess, and mitigate operational, financial, legal, and reputational risks

Advocacy, Partnerships & Communication

- Serve as the primary spokesperson and senior representative for Travel Drumheller
- Build and maintain strong relationships with tourism operators, members, partners, local municipalities, funders, and community stakeholders
- Strengthen Travel Drumheller's visibility, credibility, and value within the community and tourism industry
- Educate stakeholders and decision-makers on the economic, social, and cultural value of tourism in the Drumheller Region
- Maintain strong working relationships with Travel Alberta, regional destination organizations, and industry associations
- Advocate for the interests of Travel Drumheller and the regional tourism economy as directed by the Board
- Participate in municipal planning, economic development, sustainability, and destination stewardship initiatives including board membership if necessary

Board Support & Governance

- Work in close partnership with the Board of Directors to support strong governance and effective decision-making
- Support the Board Chair and members with agenda development, meeting preparation, and strategic discussions
- Collaborate with the Board on strategic planning and annual work plans
- Ensure compliance with bylaws, governance policies, and best practices
- Support Board orientation, committee work, and ongoing governance development
- Act as a strategic advisor to the Board on destination marketing, tourism development, and industry trends

Qualifications & Required Skills

Education & Experience

- University degree in a related field or an equivalent combination of education and senior leadership experience
- Executive-level leadership experience in a not-for-profit, destination management, or multi-stakeholder environment
- Experience working effectively with a Board of Directors
- Knowledge of destination marketing, destination stewardship, and public-sector funding models
- TIP experience with Travel Alberta considered a strong asset
- Knowledge of Drumheller, the Canadian Badlands, and Alberta tourism ecosystems considered an asset



Skills & Attributes

- Proven, values-based leader able to unite teams and partners around a shared vision
- Strategic, adaptable, and forward-thinking
- Strong relationship-builder with political and stakeholder acumen
- Results-oriented and data-informed, with a focus on measurable impact
- Effective change manager capable of leading organizations through growth and transition
- Excellent communicator and consensus builder
- Sound judgment and confidence in making complex decisions
- Approachable, professional, and credible

Compensation & Employment Information

- **Salary range:** \$85,000 - \$105,000 annually, commensurate with experience
- Comprehensive extended health and dental benefits package
- Paid vacation, statutory holidays, and office closure days
- Professional development allowance
- Full-time, permanent position
- In-office role based in Drumheller, Alberta, with some flexibility
- Occasional evening and weekend work required
- Regional and provincial travel required; occasional national travel may be required

How to Apply

Interested candidates are invited to submit a **cover letter and resume** outlining their qualifications and interest in the role to:

admin@traveldrumheller.com
Subject line: *Executive Director Application*

This position will remain **open until a suitable candidate is found.**