

Parksville Downtown Business Association

Executive Director

Job Description

Position Summary

The Executive Director is responsible for providing professional leadership to the Parksville Downtown Business Association, advancing the Board's strategic direction while overseeing the day-to-day operations of the organization.

The Executive Director serves as the primary advocate for approximately 280 businesses and property owners, building relationships, fostering partnerships, leading community initiatives, managing organizational resources, and creating a vibrant downtown that benefits businesses, residents, and visitors alike.

Success in this role depends on strategic thinking, relationship building, sound judgment, collaboration, and the ability to translate vision into action.

PRIMARY RESPONSIBILITIES

Strategic Leadership

- Implement Board-approved strategic plans.
- Provide professional advice to the Board.
- Identify emerging opportunities.
- Recommend priorities.

Governance Support

- Support the Board and Executive Committee.
- Prepare agendas and reports.
- Assist with policy development.
- Support annual planning.

Financial Stewardship

- Monitor organizational finances.
- Develop annual budgets.
- Oversee bookkeeping and reporting.
- Pursue grant opportunities.

Member & Community Relations

- Build relationships with members.
- Represent the organization.

- Advocate on behalf of downtown businesses.
- Develop partnerships.

Events & Placemaking

- Lead community events.
- Support downtown activation.
- Coordinate marketing.
- Evaluate and improve programming.

Operations

- Supervise staff and volunteers.
- Maintain records.
- Oversee communications.
- Manage office systems.

Leadership Expectations

The Executive Director will:

- Lead with integrity and professionalism.
- Foster collaborative relationships.
- Think strategically while responding to operational needs.
- Encourage innovation and continuous improvement.
- Serve as steward of the organization's vision and institutional knowledge.
- Build capacity within the organization and community.

Qualifications

- Experience in leadership, community development, economic development, tourism, business improvement, non-profit management, or related fields.
- Demonstrated project management skills.
- Financial management experience.
- Strong communication skills.
- Experience working with Boards considered an asset.
- Grant writing experience considered an asset.

The successful candidate will demonstrate:

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| • Curiosity | • Adaptability |
| • Initiative | • Strategic thinking |
| • Diplomacy | • Collaboration |
| • Sound judgment | • Integrity |
| • Relationship-building | • Optimism |

Reports to the Board of Directors through the President.

Supervises staff, contractors and volunteers.

Candidate Profile

We are looking for someone who sees possibilities before others do.

- Someone who enjoys connecting people.
- Someone equally comfortable presenting to Council, chatting with a new business owner, organizing a festival, and thinking about what downtown could look like ten years from now.
- Someone who understands that relationships are often more powerful than budgets.
- Someone who believes community change happens one conversation at a time.

We're looking for the right person, and we recognize that relevant skills and experience can come from many different backgrounds.

Salary range: \$55,000–\$75,000 annually plus benefits.

Starting salary will reflect the successful candidate's experience, skills, and readiness for the role. We are equally interested in hearing from experienced leaders and from candidates with strong transferable skills who are ready to learn and grow into the position. We have a 6-month training plan ready, which we can adapt based on your experience.

Interested? Please send your resume to board@parksvilledowntown.ca.

