



Executive Director

BOATING BC

Vancouver, BC

Reporting to the Board of Directors and leading a small team, the Executive Director is responsible for developing the annual business plan and overseeing the delivery of a variety of programs and services to the association's members as well as the recreational boating community at large. The Executive Director represents Boating BC to the members, public, government and various industry-based stakeholders, and acts as an advocate and promoter of boating to both the public and regulators across the province. The Executive Director will continue to find ways to enhance members' engagement; identify new opportunities for further growth and diversification; liaise with key stakeholders amongst the appropriate levels of government to represent the industry's views and expertise; and ensure the financial affairs of the Association are in order. Some travel is required to meet senior provincial and federal officials, as well as to properly represent the association throughout the province.

As the ideal candidate, you are a seasoned leader with a broad mix of general management, administration, marketing, public relations and government relations expertise. Superior interpersonal and communication skills and a proven ability to foster a positive and enthusiastic work dynamic with the members of the Board and industry partners are hallmarks of a suitable candidate. You bring an understanding of what small businesses need to thrive, as well as a personal enthusiasm for recreational boating and knowledge of the unique recreational boating opportunities throughout all of British Columbia. You prosper within an entrepreneurial environment and have a proven track record in researching, piloting and implementing new programs and services that drive value to members or customers. Direct operational and financial experience in association management would be an asset.

This is a unique opportunity to join an organization in a strong position where the foundation is established to allow for ongoing growth and development. If you are interested in pursuing this unique leadership opportunity, please send your resume and cover letter in confidence to **Allison Rzen** or **Matthew Bell** at www.pfmsearch.com.

Boating BC Association (Boating BC) is the voice of the recreational marine industry in British Columbia – an industry that injects \$2.2 billion annually into the economy – and an advocate for all types of recreational boating throughout the province. From the ocean along BC's coast to the lakes of the interior and everything in between, Boating BC works to promote a positive atmosphere of growth, and add significant value for all members. Working with other aligned industry groups, the association speaks clearly and loudly to regulatory bodies on any issue that touches the world of boating in BC. In addition to owning the Vancouver International Boat Show, hosting an annual industry conference, and executing on a number of programs, Boating BC actively pursues new opportunities to promote boating to the public and provide more value to its members.



PFM Executive Search

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