



**Executive Director
Job Posting
Salary Range \$65,000 - \$70,000 (CDN)**

The Western Canada Mountain Bike Tourism Association (MBTA) is dedicated to advancing sustainable mountain bike tourism across British Columbia under our public-facing brand, Mountain Biking BC. We work with communities, resorts, small business operators, trail organizations, Indigenous partners, government agencies, and the tourism industry to grow responsible mountain bike tourism that benefits riders, residents, and local economies.

We are seeking an experienced, visionary Executive Director to lead the organization into its next phase of growth. The ideal candidate will be a hands-on strategic thinker, a skilled marketer and relationship-builder, and a passionate advocate for outdoor recreation and sustainable tourism.

RESPONSIBILITIES

Leadership & Strategy

- Collaborate with the Board of Directors to develop and implement the Association's strategic plan
- Provide organizational leadership, financial oversight, and risk management to ensure long-term sustainability
- Serve as the primary spokesperson, representing the MBTA at conferences, government consultations, public forums, and in the media

Marketing & Partnerships

- Promote British Columbia as the world's most diverse mountain biking region through partnerships with Destination BC, community destination marketing organizations (DMOs), resort-based lift-access bike parks, and adventure tourism operators
- Lead partner-driven marketing plans and communications strategies from development to implementation and report results

Advocacy & Stakeholder Relations

- Build and maintain strong relationships through effective communications with local & provincial governments, tourism agencies, Indigenous communities, trail associations, and industry partners
- Advocate for policies and funding that support sustainable trail development and mountain bike tourism

Fundraising & Financial Management

- Oversee annual budgeting, financial reporting, and compliance with all regulatory requirements
- Secure funding through grants, sponsorships, partnerships, and member contributions
- Lead the organization and communication strategies for MBTA initiatives, programs, and events to ensure they achieve financial sustainability or a positive return on investment

Program Development & Operations

- Work collaboratively with tourism partners and negotiate with suppliers to plan and execute annual marketing programs
- Direct the planning and execution of events that strengthen the mountain bike sector and advance mountain bike tourism in British Columbia including annual general meetings, bi-annual symposiums, and research initiatives
- Supervise and mentor staff, contractors, and volunteers to foster a collaborative, high-performing team culture

EDUCATION & RELEVANT EXPERIENCE

- Proven leadership experience in a non-profit, tourism, recreation, or related sector
- Strong understanding of outdoor recreation management, tourism development, community engagement, and marketing strategies
- Demonstrated success in fundraising, grant writing, and financial oversight
- Excellent communication, negotiation, and public-speaking skills
- Ability to travel within British Columbia as required

Personal Attributes

- Passion for mountain biking and the outdoors
- Strategic, entrepreneurial mindset with a collaborative leadership style
- Strong marketing and brand-building instincts to expand Mountain Biking BC's reach and influence
- Commitment to diversity, equity, and inclusion, and to working respectfully with Indigenous communities
- Able to work productively in a remote or home-office setting. Successful candidate needs to reside in British Columbia

WE OFFER

- Flexible, full-time work schedule, averaging 30 hours/week
- Ability to work remotely
- Competitive salary commensurate with experience
- Medical/dental benefits
- 4 weeks annual vacation

TO APPLY

To apply to this position, please respond by email to info@mbta.ca Please indicate you are applying for **MBTA - Executive Director** in the subject line. Please submit a cover letter and resume detailing your experience and qualifications, as well as outlining why you are interested in this position.

MBTA is committed to diversity, equity and inclusion and welcomes applications from all qualified candidates.

Closing date for applications is November 14, 2025