



Director, Business Development

Position Overview

Reports to: CEO
Full time
Kamloops, BC

Posting Date: February 24, 2026
Close Date: March 29, 2026

The Director, Business Development is responsible for creating and executing strategies that strengthen Kamloops' position as a must visit destination for both domestic and international travellers.

This role leads product and place making development strategies and is integral in advancing exciting destination development initiatives. The Director oversees important sport and other event attraction, as well as both meeting and travel trade business that contribute to the economic vitality of Kamloops.

This position requires a strategic thinker with big ideas who thrives in a leadership position. Someone who can inspire a team and work collaboratively with industry partners to advance important work and elevate the visitor economy in Kamloops.

Duties + Responsibilities

Destination Development

- Identifies and advances opportunities for large destination developments.
- Leads product development initiatives to nurture emerging tourism opportunities.
- Oversees sub-committees and ensures milestone progress, accountability, and engagement.
- Collaborates with the marketing team to provide marketing support once new products are market ready.
- Collects and analyzes relevant market data for benchmarking and future planning and implementation.
- Seeks, secures, and leverages partner funding and cooperative investment opportunities to advance destination initiatives.

Event Development and Attraction

- Leads the continued development and strategic growth of the Host Kamloops Tk'emlúps initiative, positioning Kamloops as a premier host city for sport, cultural, and community events.
- Works collaboratively with the City of Kamloops and key partners to prepare and submit competitive bid proposals for large scale events & festivals.
- Maintains strong and ongoing communication with the Kamloops Sports Council and related event interest holders.
- Identifies and pursues opportunities to increase off-peak event attraction and shoulder-season visitation.
- Represents Tourism Kamloops on relevant boards, committees, and working groups aligned with event attraction and destination development objectives.
- Provides strategic oversight and support for major event attraction initiatives that align with organizational goals.
- Develops and maintains relationships with event rights holders, organizers, and governing bodies to secure new opportunities for the destination.
- Collaborates with marketing and communications teams to support event promotion strategies and maximize economic impact.

Travel Trade Strategy & Relations

- Develops and implements Tourism Kamloops' Travel Trade strategy in alignment with the corporate strategy and annual business plan.
- Represents or oversees representation of Tourism Kamloops at domestic and international travel trade shows.
- Delivers training and educational sessions to Tour Operators, Thompson Okanagan Tourism Association (TOTA), Destination British Columbia (DBC) and Destination Canada (DC) travel trade teams to ensure Kamloops experiences remain top-of-mind for global sales efforts.
- Builds and maintains strong relationships with key Receptive Tour Operators (RTOs), Tour Operators, Wholesalers and Travel Agents.
- Continues strategic partnership development with Rocky Mountaineer and other key industry players.
- Develops and oversees travel trade familiarization (FAM) tours.
- Designs and implements travel trade tracking and valuation programs to measure ROI and performance.
- Develops and maintains a comprehensive travel trade database.
- Collaborates with the Director, Marketing for content development, and promotional materials.

Meetings & Corporate Sales Support

- Builds and maintains strong relationships with venue and accommodation partners.
- Builds and maintains strong relationships with event and meeting planners.
- Advocates for the development of Kamloops as a premier destination for business events.
- Supports accommodation partners in advancing their meetings and corporate sales efforts.
- Oversees contractor that performs targeted sales calls, luncheons, familiarization tours, and hosted experiences to build relationships and secure bookings with qualified business event planners.
- Works with contractor to ensure Kamloops is well represented in corporate and association trade shows, conferences and industry events

Budget and Reporting

- Develops annual business plan and budget for department for review.
- Tracks, adapts and reports on budget throughout the year.
- Provides updates on KPI's throughout the year.

Experience & Skills

- Minimum 5 years of tourism experience.
- Minimum 5 years of leadership experience.
- Experience leading cross-functional initiatives and managing budgets, partnerships, and funding opportunities.
- Demonstrated ability to build collaborative relationships with municipal, provincial, and national tourism partners.
- Strategic thinker with strong analytical skills and the ability to measure performance and report outcomes.

What's in it for You?

- Competitive salary: \$80,000 - \$100,000/year based on experience.
- A comprehensive benefits package and wellness credits to keep you happy and healthy.
- A flexible work model that supports high performance, while balancing the importance of personal priorities.
- Monthly team adventures that build connection and highlight the best of Kamloops.
- A collaborative, flexible, and forward-thinking work environment where innovation and passion are celebrated.
- Opportunities to grow, learn, and contribute to exciting projects that showcase Kamloops to the world.

Ready to Apply?

If this sounds like the perfect role for you, send your resume and cover letter to careers@tourismkamloops.com by March 29, 2026.

Tourism Kamloops' environment and culture promote flexibility for thoughtful, purposeful, and innovative work. Opportunities for project-based work outside the scope of this job description may occur and are encouraged, should it feed your passions, interests, and facilitate ongoing workplace learning.