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OPPORTUNITY PROFILE

CHIEF EXECUTIVE OFFICER

WEST KELOWNA ECONOMIC DEVELOPMENT CORPORATION



the right people

## WEST KELOWNA ECONOMIC DEVELOPMENT CORP. | CEO

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## THE LOCATION

### CITY OF WEST KELOWNA

Located on the central, western hillsides of Okanagan Lake in British Columbia's beautiful Central Okanagan Region, the City of West Kelowna is a visually stunning community in all seasons. Vineyards, orchards and farms operate throughout the community, and the municipality is also home to commercial businesses, light industry, and a diverse economy made up of agriculture, construction, finance, food and retail services, light industry, lumber manufacturing, technology, tourism and wineries.

West Kelowna is a thriving city with a rural sophistication appeal and a haven for outdoor recreation. Sun-soaked lakeshores, agricultural charm, and access to urban jobs and living have made West Kelowna an ideal location to live, work, and recreate. It is no surprise that West Kelowna is one of the fastest growing cities in BC, with a current population of over 40,000, making it the third largest city by population in the Okanagan. The City of West Kelowna is gathered on the traditional territory of the syilx/Okanagan people.

## THE ORGANIZATION

### West Kelowna Economic Development Corporation

The West Kelowna Economic Development Corporation (WKEDC) is a newly established, wholly owned municipal corporation of the City of West Kelowna. WKEDC's mandate is to advance the City's economic development strategies and to foster a vibrant, resilient, and prosperous community.

WKEDC works with local businesses, investors, First Nations, non-profits, educational institutions, and all levels of government to stimulate sustainable economic growth. Its purpose is to attract investment, retain and expand businesses, encourage innovation, promote tourism and events, and support workforce development across West Kelowna and the surrounding region.



The West Kelowna Economic Development Corporation has the following responsibilities:

- To develop and keep current a West Kelowna Economic Development Strategy;
- To attract businesses, employers and investment to West Kelowna;
- To develop appropriate branding aimed at identifying West Kelowna as a distinct community within the Central Okanagan, British Columbia and Canada;
- To coordinate sector-specific and broader economic development activities undertaken by or in collaboration with business and development agencies;
- To develop and support programs aimed at retaining and expanding existing businesses;
- To advise the City on the development of services, infrastructure, bylaws, policies and regulations to support business growth and expand the non-residential assessment base.

## THE OPPORTUNITY      CHIEF EXECUTIVE OFFICER

Reporting to the Board of Directors and working in close partnership with the City of West Kelowna, the CEO will be the founding leader of WKEDC. This is a unique opportunity to build and shape the organization from the ground up, establishing its vision, priorities, and long-term strategy.

The CEO will:

- Champion West Kelowna as a dynamic place to live, work, invest, and visit.
- Build strong partnerships across the private sector, Indigenous communities, and all levels of government.
- Attract and secure investment, funding, and development opportunities.
- Lead the Corporation's operations, team, and strategic initiatives to deliver measurable outcomes for the community.





## Key Responsibilities

### Strategic Leadership

- Develop and execute WKEDC's Strategic Plan and Annual Operating Plan;
- Work with the Board to align strategies with the City's long-term economic vision;
- Adjust priorities in response to emerging opportunities and challenges.

### Organizational Leadership

- Establish WKEDC as a high-performing, values-driven organization;
- Recruit, lead, and inspire a talented team, setting clear performance goals;
- Ensure sound financial management, accountability, and transparency.

### Stakeholder & Community Engagement

- Build and maintain collaborative relationships with local businesses, industry leaders, First Nations, investors, and community partners;
- Act as a visible, trusted spokesperson for WKEDC and the City of West Kelowna;
- Promote West Kelowna as a destination for business, investment, and tourism.

### Economic Development & Advocacy

- Attract new business investment while supporting retention and expansion of existing businesses;
- Advance opportunities in tourism, innovation, trade, and sector-specific initiatives;
- Identify policy issues and advocate for the community's economic interests with other levels of government.





## THE PERSON

The CEO of WKEDC is a visionary and entrepreneurial leader who can balance strategic insight with pragmatic action.

### Knowledge, Skills, and Abilities

The ideal candidate will possess the following qualifications and experience:

- Proven executive leadership experience in economic development, business, tourism, or a related sector;
- A successful track record of developing partnerships and attracting investment;
- Strong financial, operational, and governance acumen;
- Outstanding communication and relationship-building skills;
- Experience working with Indigenous communities and multiple levels of government;
- Comfort operating in a start-up or growth-oriented environment.

### Required Qualifications

- A university degree in business administration, economics, commerce, political science, or a related field (graduate education is an asset);
- Minimum of 5–7 years senior leadership experience, preferably in economic development, business growth, or tourism;
- Experience working with a Board of Directors and in municipal or regional contexts;
- Familiarity with unionized environments and fostering positive labour relations is an asset.



## Competencies and Personal Characteristics

**Leadership** – Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.

**Accountable** – Holds self and others accountable for responsibilities; focuses on results and measuring attainment of outcomes in a business focus.

**Strategic** – Develops a plan in support of organizational strategic direction. Demonstrates an understanding of the link between one's job responsibilities and overall organizational goals.

**Integrity and Honesty** – Demonstrates a resolute commitment to and respect for the spirit behind the rules and core values of the organization, setting an example of professionalism and ethical propriety.

**Influential and Collaborative** – Has an open and consistent approach to working with others and possesses strong interpersonal skills, with the ability to build relationships and develop/maintain partnerships, obtaining stakeholder agreement.

**Creativity and Innovation** – Develops new insights into situations; questions conventional approaches; encourages new ideas; designs and implements new or cutting-edge programs/processes.

**Effective Working Relationships** – Treats colleagues, and stakeholders with respect; resolves conflicts in a timely manner, negotiates effectively, and provides effective feedback to colleagues/employees.

**Communication** – Clearly presents written and verbal information; writes with clarity and purpose; communicates effectively in both positive and negative circumstances; listens well.

**People Development** – Fosters learning and development of others through coaching, managing performance and mentoring; has a genuine desire to develop others and help them succeed; formally and informally recognizes deserving staff and colleagues.

**Partner Group Focused** – Anticipates and attends to the needs of internal and external partner group of the organization; keeps stakeholder interests in the forefront.





## COMPENSATION

A competitive compensation package will be provided including an attractive target base salary of \$140,000 plus excellent benefits and the Municipal Pension Plan (MPP). Further details will be discussed in a personal interview.

## FOR INFORMATION PLEASE CONTACT:

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