Chief Executive Officer Job Description

Organization: Vancouver Island Economic Alliance (VIEA)
Reports to: Board of Directors
Location: Vancouver Island and rural islands region
Annual Salary: $112,000–$125,000, plus benefits.

Overview

The Chief Executive Officer provides strategic leadership, organizational management and direct execution for the Vancouver Island Economic Alliance (VIEA).

Working under the direction of the Board of Directors, the CEO advances VIEA's mandate as a regional economic development organization and platform for regional collaboration. The CEO brings together economic intelligence, regional perspectives, shared priorities, partners and opportunities across Vancouver Island and the rural islands helping translate that collective understanding into coordinated initiatives and action.

The CEO identifies where regional collaboration can create greater impact than organizations or communities working independently, builds relationships across sectors and jurisdictions, supports alignment around shared priorities, and connects research, dialogue and regional opportunities with practical initiatives, partnerships, investment and implementation.

VIEA operates with a lean organizational structure, with one additional staff position and specialized contractor and professional support. The CEO therefore works across all aspects of the organization and is directly involved in both strategic leadership and practical execution.

Strategic Leadership and Direction

The CEO:

- Works with the Board to develop, implement and periodically review VIEA's strategic direction.
- Translates strategic direction into annual priorities, workplans, budgets and measurable outcomes.
- Identifies emerging economic opportunities, challenges and issues relevant to Vancouver Island and the rural islands.
- Develops and maintains a region-wide perspective on economic conditions, opportunities and priorities.
- Brings together research, economic intelligence and perspectives from businesses, First Nations, communities, governments and regional partners to inform VIEA's priorities and activities.
- Identifies areas where regional collaboration can create greater impact than organizations or communities working independently.
- Identifies gaps, opportunities and areas of alignment within the regional economic development ecosystem and determines where VIEA can add value through leadership, convening, coordination, research or project development.
- Creates opportunities for regional partners to develop shared understanding, identify common priorities and explore collaborative responses.
- Helps translate regional priorities and economic opportunities into partnerships, initiatives, funding and action.
- Ensures VIEA remains responsive to changing economic conditions, opportunities and regional priorities.
- Maintains focus on VIEA's regional mandate while balancing organizational capacity and available resources.
- Provides strategic advice and recommendations to the Board.

Execution, Projects and Organizational Operations

The CEO:

- Leads the day-to-day management and operation of VIEA.
- Translates organizational priorities and project commitments into actionable workplans and deliverables.
- Drives initiatives from concept and funding through implementation, reporting, evaluation and completion.
- Directly manages multiple concurrent projects, including timelines, budgets, contracts, deliverables and reporting requirements.
- Ensures funded project commitments, contractual obligations and reporting deadlines are completed accurately and on time.
- Maintains effective organizational systems, processes, records and administrative practices.
- Manages and works alongside staff, contractors, consultants and professional service providers.
- Coordinates organizational activities and ensures resources are aligned with priorities.
- Addresses operational issues as they arise and identifies matters requiring Board involvement.
- Maintains sufficient organizational documentation and knowledge management to support continuity and accountability.
- Balances strategic priorities with the practical requirements of operating a small, project-driven organization.

Regional Economic Development

The CEO:

- Leads the development and delivery of regional economic development initiatives consistent with VIEA's mandate.
- Maintains a region-wide perspective on economic conditions, opportunities, constraints and emerging priorities.
- Identifies shared economic opportunities and challenges that benefit from a regional approach.
- Advances work related to regional competitiveness, productivity, investment attraction, economic resilience and sustainable economic development.
- Oversees regional economic research, data and economic intelligence initiatives.
- Connects research and regional economic intelligence with the experience and priorities of businesses, First Nations, communities, governments and economic development partners.
- Uses research, dialogue and regional intelligence to inform VIEA's priorities, partnerships and projects.
- Supports the development of shared regional economic priorities and identifies where collective effort can improve outcomes.
- Helps translate research, regional dialogue and shared priorities into practical initiatives, investment, partnerships and action.
- Identifies opportunities to connect complementary initiatives and resources occurring across communities, sectors and organizations.
- Maintains awareness of regional, provincial, national and global economic trends and policies affecting Vancouver Island.

Relationships and Regional Partnerships

The CEO:

- Develops and maintains strong relationships with First Nations, local governments, provincial and federal governments, businesses, industry organizations, economic development organizations, educational institutions and community partners.
- Builds trust and works effectively across different sectors, communities, jurisdictions and perspectives.
- Develops respectful and meaningful relationships with First Nations and supports Indigenous participation and leadership within the regional economy.
- Creates opportunities for organizations with shared interests and objectives to exchange information, identify common priorities and collaborate.
- Builds and maintains networks that support the flow of regional economic information, opportunities and relationships across sectors and jurisdictions.
- Helps connect organizations, initiatives and resources where regional coordination can add value.
- Works collaboratively with other economic development organizations and partners, respecting their mandates and seeking to complement rather than duplicate existing capacity.
- Maintains productive relationships with funders, sponsors and project partners.
- Represents VIEA in regional, provincial and national discussions relevant to its mandate.
- Maintains VIEA's credibility and effectiveness as a trusted regional convener and platform for collaborative economic action.

Project Development, Funding and Revenue

The CEO:

- Identifies and develops new projects and initiatives aligned with VIEA's strategic direction.
- Develops funding proposals, partnership opportunities and business cases.
- Builds relationships with government funders and other potential funding partners.
- Negotiates and manages funding agreements and project partnerships.
- Develops sponsorship and other revenue opportunities associated with VIEA's programs and activities.
- Assesses the strategic, financial and capacity implications of new opportunities before commitments are made.
- Ensures projects have appropriate scopes, workplans, budgets, agreements, timelines and performance measures.
- Ensures project-based funding contributes to VIEA's mandate while supporting organizational sustainability.
- Works with the Board to strengthen and diversify VIEA's long-term revenue model.

Financial Management

The CEO:

- Develops annual organizational and project budgets for Board approval.
- Manages VIEA within Board-approved financial parameters.
- Maintains oversight of cash flow, revenues, expenditures, receivables and organizational financial commitments.
- Provides the Board with accurate and timely financial reporting, forecasts and analysis.
- Works directly with external accounting and bookkeeping resources to maintain appropriate financial systems and records.
- Ensures invoices, payments, banking and other financial administration are completed appropriately and on time.
- Maintains appropriate financial controls and approval processes.
- Monitors the financial performance of individual projects, programs and events.
- Ensures compliance with funding agreements, contractual obligations and applicable financial requirements.
- Identifies emerging financial risks and brings significant matters to the Board.

State of the Island Economic Summit

The CEO:

- Provides executive leadership and direct involvement in the development and delivery of the annual State of the Island Economic Summit.
- Establishes strategic themes and programming priorities aligned with regional economic issues and VIEA's mandate.
- Develops programming, partnerships and relationships with speakers, sponsors, governments, businesses and regional organizations.
- Oversees Summit planning, budgets, revenue, contracts and delivery in collaboration with staff and contractors.
- Ensures the Summit contributes to VIEA's regional profile, relationships, mandate and financial sustainability.
- Identifies other opportunities for regional dialogue and convening where they advance VIEA's strategic objectives.

People and Organizational Capacity

The CEO:

- Leads and manages VIEA's staff and contractors.
- Establishes clear roles, priorities, expectations and accountability.
- Works collaboratively alongside staff in the delivery of organizational priorities.
- Determines staffing and contractor requirements within approved budgets and available resources.
- Recruits, manages and evaluates staff and contractors as required.
- Creates an effective, collaborative and respectful working environment.
- Ensures organizational capacity is appropriately aligned with commitments and priorities.
- Identifies opportunities to strengthen systems, processes and organizational effectiveness.

Governance and Board Relations

The CEO:

- Serves as the primary liaison between the Board and VIEA's operations.
- Supports the Board in fulfilling its governance and fiduciary responsibilities.
- Provides timely, accurate and meaningful information to support Board decision-making.
- Prepares regular CEO, financial, project and organizational reporting.
- Brings recommendations and matters requiring Board direction or approval forward in a timely manner.
- Implements Board policies, decisions and resolutions.
- Identifies significant organizational, financial, legal, strategic or reputational risks for Board consideration.
- Supports Board and committee meetings, including preparation and follow-up as required.
- Maintains a clear distinction between Board governance and operational management.
- Supports Board orientation, organizational knowledge transfer and continuity.

Communications and Public Representation

The CEO:

- Serves as a principal spokesperson for VIEA.
- Communicates regional economic issues, opportunities and organizational priorities clearly and credibly.
- Represents VIEA with governments, First Nations, businesses, media, partners and the broader community.
- Participates in public speaking, media and regional forums where appropriate.
- Oversees VIEA's organizational communications, brand and public positioning in collaboration with staff and contractors.
- Ensures communications support VIEA's strategic objectives, relationships and regional credibility.

Qualifications and Experience

The successful candidate will bring a combination of senior leadership capability and demonstrated ability to execute. Qualifications and experience should include:

- Significant leadership experience in economic development, business, government, nonprofit management or a related field.
- Demonstrated experience leading complex projects, programs or multi-partner initiatives.
- Strong project management and execution capabilities.
- Demonstrated financial and operational management experience.
- Experience developing funding proposals, partnerships and revenue opportunities.
- Experience managing funding agreements, project budgets and reporting requirements.
- Experience working effectively with a Board of Directors.
- Strong relationship-building and stakeholder engagement capabilities.
- Experience working across government, business and community sectors.
- Experience engaging and building relationships with First Nations.
- Strong written, verbal, facilitation and public-speaking skills.
- Sound judgement and the ability to navigate complex and politically sensitive environments.
- Understanding of contemporary economic development principles and regional economic issues.
- Demonstrated ability to work independently, manage competing priorities and take responsibility for work from strategy through execution.

Knowledge of Vancouver Island's economic, geographic, community and Indigenous context is strongly preferred.

A relevant post-secondary degree or professional credential is an asset. Equivalent combinations of education, professional experience and demonstrated leadership will be considered.

How to Apply

If you are interested in applying, please submit your application through this Google Forms link. Applicants will be asked to provide their contact information and upload a résumé and cover letter outlining their qualifications, experience, and interest in the position.

Please note: A Google account is required to access the application form and upload supporting documents. A Gmail address is not required.

The deadline to apply is Friday, October 23rd, 2026, at 5:00 p.m. Pacific Time.

If you have questions or experience technical difficulties submitting your application, please email julie@viea.ca.