

# Smoky Lake Tourism Company Inc. is Hiring!



**Position: Chief Executive Officer  
(CEO)**

**Location: Smoky Lake, Alberta,** Located approximately 115 kilometers northeast of Edmonton.

**About Us:** Smoky Lake Tourism Company (SLTC) is a Municipally Controlled Corporation formed through a partnership of the Town of Smoky Lake, Smoky Lake County, and Métis Crossing. Our mission is to support population growth, create employment opportunities, attract regional investment, and equalize services and infrastructure in the Smoky Lake region. By promoting economic diversification and sustainable growth, SLTC aims to add over \$60 million annually to the local economy and create 600 new jobs by 2031.

**Job Overview:** As the CEO of SLTC, you have the unique opportunity to combine leadership with creativity, turning visions into reality while promoting the rich cultural and natural heritage of the region. Every day is a chance to make a significant impact on the community by driving economic growth and creating memorable experiences for visitors. You'll work with a diverse and passionate team, fostering innovation and collaboration to navigate the dynamic tourism industry. You'll be at the forefront of sustainable development, ensuring tourism benefits both the environment and the local population.

The CEO will be someone who is visionary, strategic, and an innovative leader with a passion for tourism. They should possess strong leadership skills to guide the organization through growth and development in the tourism sector. They are adept at building relationships with stakeholders, both within the industry and the community at large. Financial acumen is crucial for managing budgets and ensuring financial sustainability. The ideal candidate should also be proactive in identifying and capitalizing on opportunities for tourism growth, while also being resilient in addressing challenges and managing risks effectively.

### **Job Requirements:**

- A university degree or post-secondary diploma in management, business administration, commerce, or equivalent fields are preferred.
- 3-5 years of experience as a manager with specialization in a particular field or service is required.
- Several years of experience in a leadership role, preferably in tourism including marketing, destination development and attracting major tourism events.
- Understanding and working with a Board committed to developing its governance practices would be an asset.
- Familiar with the Alberta region and Alberta Tourism.

Interested candidates should email their cover letter and resume to Cindy Moretti at [cindy@preparedforduty.ca](mailto:cindy@preparedforduty.ca) or Tim Duhamel at [Tim.Duhamel@bloomcme.co](mailto:Tim.Duhamel@bloomcme.co)



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