



TOWN OF LAKE COWICHAN
MANAGER OF TOURISM AND BUSINESS DEVELOPMENT

The Town of Lake Cowichan is pleased to announce an exciting opportunity for a **full-time, permanent Manager of Tourism and Business Development**. This position is becoming available due to the **upcoming retirement** of a valued team member, creating a unique opportunity for a new leader to build on a strong foundation and help shape the next chapter.

Lake Cowichan is a vibrant and growing community that is located on the eastern end of Cowichan Lake (26 km long) and the headwaters of the famous Cowichan River designated a heritage river. It is only one hour from the capital Victoria BC and 45 minutes from Nanaimo BC. A beautiful drive to Port Renfrew, only 45 minutes to the West coast. Where one can find great fishing, surfing and other outdoor activities.

Position Summary:

Reporting to the Chief Administrative Officer, the Manager of Tourism and Business Development is a senior leadership role responsible for advancing the Municipality's economic development, tourism, and destination management objectives while providing full operational oversight of key municipal assets, including:

- The Cowichan Lake Education Centre (CLEC)
- The Tourism Information Centre (TIC)
- The Lakeview Campground

This position integrates strategic economic planning, tourism development, facility and campground operations, visitor services, revenue generation, staffing oversight, and stakeholder engagement. The role requires strong business acumen, operational leadership, and the ability to balance long-term economic strategy with **hands-on delivery of high-quality public-facing services**.

Why Join Us?

The position offers a competitive salary (**\$85,000 to \$105,000**) and benefits package, professional development opportunities, and the chance to shape the long-term future of our community.

✦ **How to Apply** - A full job description is attached for reference.

The position will remain open until **March 26, 2026**. Please submit your resume and cover letter, quoting *Manager of Tourism and Business Development*, to John Thomas, Chief Administrative Officer. **Email:** HR@lakecowichan.ca