OPPORTUNITY PROFILE | CHIEF EXECUTIVE OFFICER
ABOUT EASTER SEALS

Easter Seals Alberta, a non-profit organization, originally established the Alberta Easter Seal Fund to help children with physical disabilities.

Since 1951, Easter Seals Alberta has dedicated itself to building a future of independence for the citizens of Alberta who have physical disabilities.

Easter Seals Alberta has grown and evolved with the times. The Society now assists Albertans with disabilities and medical conditions of all ages. Demand for our services is increasing every year. Today, approximately 11 percent or 253,000 people in Alberta are disabled. The Society has endeavoured to keep up with the increasing complexity of disabilities with several vital and challenging programs. With these programs, the Society is able to assist Albertans with disabilities and medical conditions in attaining higher levels of self sufficiency at home with their own community.

Our Vision

Inspiring Potential
Building Community
Enriching Lives

www.easterseals.ab.ca

EASTER SEALS’ MISSION

Is to provide services that foster inclusion, independence and recreation for individuals with disabilities and medical conditions.

Easter Seals Alberta is a registered charity that has served Albertans since 1951. Albertans connect with them for direct services, programs, advocacy and public education.

Our dedication to our clients helps them achieve:

- Full potential
- Accessibility
- Mobility
- Future independence
- Open access to communities they contribute to
We fund disability solutions through financial assistance, the provision of mobility and home automation equipment, post secondary scholarships, residential and recreational services, advocacy, public and consumer education. We provide solutions and change lives.

In addition, we provide fully accessible facilities including Easter Seals Camp Horizon ‘for the kids’ and Easter Seals McQueen Residence for adults.

Easter Seals Alberta is a provincial licensed member of Easter Seals Canada, which protects the intellectual property of the Easter Seals mark and assists to coordinate national programs and fundraising opportunities for the provincial partners. Visit Easter Seals Canada for more information about the national organization.

**THE OPPORTUNITY**

As Chief Executive Officer, this individual demonstrates critical competencies in four broad categories: commitment to results, business savvy, leading change, and motivating. The incumbent is to direct and oversee all operations of Easter Seals Alberta and to carry out these responsibilities, in accordance with the direction and policies established by the Board. The Chief Executive Officer is the only organizational employee that reports directly to the Board, all other employees of the organization take direction from the Chief Executive Officer or his/her designate.

**KEY RESPONSIBILITIES**

Reporting to the President of the volunteer Board of Directors the Chief Executive Officer leads senior and administrative staff in developing and implementing the strategic initiatives, programs and services of the organization, including the day to day operations, and recruitment and development of staff and volunteers. A broad business and human service skill set is required to support Board and volunteer activity, fund development, stakeholder/partner relations, financial, human resources, strategic/long range planning, programs and services, and the public/community relations interests of the organization.

**KEY ACCOUNTABILITIES**

1. **Legal Compliance**
   a) Assures the filing of all legal and regulatory documents and monitors compliance with relevant laws and regulations.

2. **Mission, Policy and Planning**
   a) Helps the Board determine Easter Seals Alberta’s values, mission, vision, and short- and long-term goals.
   b) Helps the Board monitor and evaluate Easter Seals Alberta’s relevancy to the community, its effectiveness, and its results.
   c) Keeps the Board fully informed on the condition of the organization and on all the important factors influencing it. Identifies problems and opportunities and addresses them; brings those, which are appropriate to the Board and/or its committees; and, facilitates discussion and deliberation. Informs the Board and its committees about trends, issues, problems and activities in order to facilitate policy-making. Recommends policy positions.
   d) Keeps informed of developments in human services, not-for-profit management and governance, philanthropy and fund development.

3. **Management and Administration**
   a) Provides general oversight of all activities, manages the day-to-day operations, and assures a smoothly functioning, efficient organization.
b) Assures program quality and organizational stability through development and implementation of standards and controls, systems and procedures, and regular evaluation.

c) Assures a work environment that recruits, retains and supports quality staff and volunteers. Assures process for selecting, development, motivating, and evaluating staff and volunteers.

d) Recommends staffing and financing to the Board of Directors. In accordance with Board action, recruits personnel, negotiates professional contracts, and sees that appropriate salary structures are developed and maintained.

e) Specifies accountabilities for management personnel (whether paid or volunteer) and evaluates performance regularly.

4. Governance
   a) Helps the Board articulate its own role and accountabilities and that of its committees and individual members, and helps evaluate performance regularly.
   b) Works with the Board President to enable the Board to fulfil its governance functions and facilitates the optimum performance by the Board, its committees and individual Board members.
   c) With the Board President, focuses Board attention on long-range strategic issues.
   d) Manages the Board’s due diligence process to assure timely attention to core issues.
   e) Works with the Board officers and committee chairs to get the best thinking and involvement of each Board member and to stimulate each Board member to give his or her best.
   f) Recommends volunteers to participate in the Board and its committees.

5. Financing
   a) Promotes programs and services that are produced in a cost-effective manner, employing economy while maintaining an acceptable level of quality.
   b) Oversees the fiscal activities of the organization including budgeting, reporting and audit.
   c) Works with Board to ensure financing to support short- and long-term goals.

   d) Assures an effective fund development program by hiring and supervising an individual responsible for this activity. Helps guide and enable the Board, its fund development committee and its individual Board members to participate actively in the fund development process. Helps the Board and its development committee design, implement and monitor a viable fundraising plan, policies and procedures.

6. Community Relations
   a) Facilitates the integration of Easter Seals Alberta into the fabric of the community by using effective marketing and communications activities.
   b) Acts as an advocate, within the public and private sectors, for issues relevant to ABC, its services and constituencies.
   c) Listens to clients, volunteers, donors and the community to improve services and generate community involvement.
   d) Serves as chief spokesperson for Easter Seals Alberta, assuring proper representation to the community.
   e) Initiates, develops, and maintains cooperative relationships with key constituencies.
   f) Works with legislators, regulatory agencies, volunteers and representatives of the not-for-profit sector to promote legislative and regulatory policies that encourage a healthy community and to address the issues of the agency’s constituencies.

**THE PERSON**

- First and foremost, the Chief Executive Officer must have passion, empathy, enthusiasm, a sense of humour, and a sensitivity towards people regardless of circumstances. This must be coupled with a commitment and dedication to the role that the organization plays in the life of Albertans with disabilities and serious medical conditions. As the voice and face of Easter Seals in the community, they must be able to convey the significant impact the work of the organization has and provide a presence and enthusiasm that will motivate others to partner with and promote the cause.
QUALIFICATIONS

- Ten years’ experience in a management/leadership capacity. Experience in not for profit sector and/or involvement/interest in community services, specifically relating to disabilities is not essential but would be a strong asset.
- Relevant education in business management or social services.
- Experience/working knowledge of board and committee development, financial management, budgeting, office and human resource management and community public relations skills.
- Experience/exposure to fundraising and government relations would be a strong asset.

COMPETENCIES AND PERSONAL CHARACTERISTICS

- **Culturally Congruent:** A passion for, belief in and communication of Easter Seals vision mission and values. Demonstrates a strong service ethic and customer service approach, becoming an effective ambassador.

- **Building Effective Teams:** Creates strong morale and spirit in her/his team; shares wins and successes; fosters open dialogue; delegates appropriately to team; defines success in terms of the whole team; creates a feeling of belonging and cohesiveness in the team. Leads by example, building trust and credibility.

- **Collaborative and Collegial:** Works well with others, at all levels. Understands how to work with the community in a collaborative manner. Active and respectful listener. Known for their honesty, compassion and integrity.

- **Relationship builder:** Able to create, nurture and maintain mutually beneficial relationships with a diverse group of stakeholders, including partnering with other organizations. Comfortable and skilled at connecting with people at all levels.

- **Strategic Perspective:** Able to adopt a long-term view of Easter Seals’ strengths and weaknesses and see the whole picture. Results oriented, setting a high standard of performance, adjusting course as necessary.

- **Environmental Sensitivity & Political Acumen:** Clear understanding of relevant economic, political, social, cultural and demographic environment and its impact on the Easter Seals organization.
COMPENSATION

A competitive compensation package will be provided including an attractive base salary and benefits. Further details will be discussed in a personal interview.

FOR INFORMATION: PLEASE CONTACT
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