

**Position Title: EXECUTIVE DIRECTOR**

**JOB SUMMARY:**

The Executive Director is the key individual for the direction of the Foundation. The Executive Director is responsible for developing and executing the Strategic Plan, strengthening the profile of the Foundation in the community, leading and building this volunteer organization through close relationships with the Foundation Board and other community groups. The Executive Director will cultivate and steward corporate and private donors and nurture the Foundation's role as a leader in supporting the needs of seniors.

**ACCOUNTABILITY:**

Reports to the Board of Directors

**ROLE AND FUNCTIONS:**

- Direct and enhance the Foundation's capability and capacity to increase fundraising revenue, set fundraising goals and establish plans to meet these revenue objectives.
- Collaborate with key community groups to ensure the integration of the Foundation's plans is successful with those of a variety of community groups.
- Direct and further enhance the Donor recognition and membership programs.
- Identify and educate key centres of influence in the community to ensure the profile of the Foundation remains high within the community.
- Work with local media to increase public awareness of the quality of care for seniors and to ensure the Foundation is recognized as a key advocate for services to meet the needs of Seniors in Cowichan to allow them to remain independent.
- Maintain high visibility with potential donors in the community and network with other high profile Executive Directors and Managers.
- Maintain and motivate a leading edge professional Foundation, including the identification and proposal of new Board and Foundation members.
- Responsible for the ongoing development and implementation of all fund raising programs, the short and long range operations plan, financial planning and managing and monitoring of multi-year budgets.
- Responsible for the execution of the policies of the Board.
- Responsible for regular reports to the Board concerning operations and activities including bookkeeping and financial reporting.
- To attend all meetings of the Foundation and such other meetings as may be required by the Board.
- To ensure the smooth day to day operation of the Foundation.
- Hiring, direction and evaluation of any employees or Project Managers of the Foundation after Board confirmation of the budget to support such employees
- Other related duties as assigned by the Board including the organization's social media program.

#### STANDARDS OF PERFORMANCE:

- A leadership role in securing significant donations from both personal and corporations.
- Knowledge and application of planned giving programs to expand the capital base of the Foundation.
- Strong leadership and communications skills to be an effective ambassador for the Foundation and an advocate for seniors.
- Effective and comfortable relationships with the Foundations internal and external stakeholders.
- The ability to relate with compassion to the needs of seniors.
- Analytical, organizational and management abilities combined with sound business acumen.
- Demonstrable innovation and creativity with the skills to move from strategy to action to results.
- Absolute professionalism combined with energy, personal adaptability and a willingness to meet and overcome challenges.

#### PERFORMANCE APPRAISAL:

The Executive Director's performance review will be undertaken annually with salary and benefits reviewed concurrently.