

### Position Overview

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- ◆ Under the direction of an elected Board, and on behalf of membership, acts as public advocate to promote the seniors living industry to government, media and other stakeholders.
- ◆ Provides executive leadership and direction to ensure Association activities and undertakings are in support of the organization's Mission, Vision and strategic priorities, goals and objectives.

### Qualifications

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- ◆ Degree or diploma in business, health administration, marketing or related field with a minimum 5 years direct experience in business, government relations, communications and / or advocacy;
- ◆ Knowledge of the spectrum of seniors' programs and services in BC
- ◆ Articulate with strong written and verbal communications and public speaking skills. Ability to think strategically, identify opportunities, anticipate outcomes and respond knowledgeably to questions and situations quickly.
- ◆ Executive leadership and supervisory skills. Ability to influence and motivate a small cohesive team to achieve success.
- ◆ Board experience and a solid understanding of board governance models. Able to work variable hours with minimal supervision.
- ◆ Financial management, budgeting and strategic planning experience.
- ◆ Ability to roll up one's sleeves and get involved in the affairs of day-to-day office management to support the achievement of the association's objectives.
- ◆ Literate in the Office Suite and comfortable using social media channels (twitter and LinkedIn)

### Key Activity Summary

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#### BOARD & GOVERNMENT RELATIONS

Acts as key industry spokesperson for the association. Develops and maintains strong relationships with elected officials, government departments and organizations, sector stakeholders, media and sister organizations to promote the interests of the association, stay abreast of trends, legal, policy and regulatory changes, ensure a visible presence with the public and identify opportunities for collaboration on matters of common interest;

Contributes to industry and government committees and planning sessions, workshops and other platforms to advocate the ideas, interests and concerns of the association's membership. Acts as a liaison between regulators, government officials and stakeholder groups and the association's board and membership to ensure accurate and timely communications on matters of importance to the sector;

Maintains a current database of government officials, MLAs, members of the opposition and key stakeholder groups. Develops media releases, op eds, position papers and other written communications on subject matter related to the association's priorities. Identifies opportunities to promote the association's interests, and enhance public presence with the news media and throughout the industry;

Participates in strategic planning and receives directives from the Board of Directors. Operationalizes the plan through direct actions, delegation, evaluation and outcome measurement. On behalf of the Board, develops relationships and maintains regular communication with membership executive and ownership to ensure the strategic direction, goals and objectives of the association are consistent with the needs and interests of membership; and

Provides a monthly, comprehensive report to the board outlining key activities, achievements, financial

performance, progress related to achievement of strategic objectives and matters requiring board attention or direction. Makes recommendations for board member nomination and succession planning and provides new board member orientation and development.

### MEMBER & STAKEHOLDER SERVICES

Directs and oversees the maintenance of membership records and undertakes activities that expand the membership base. Provides leadership in the development of standard operating procedures that welcome new member organizations and ensure effective delivery of pertinent member services;

Leads efforts to ensure the Seal of Approval Program continues to be recognized as a valued member benefit certifying the achievement of operational excellence in the industry.

Develops key performance indicators to measure demand for, and effectiveness of, member services. Through business case analysis, makes recommendations for the expansion, enhancement or elimination of member services based on the changing needs of membership;

Provides leadership and direction to the Conference Committee on activities and sessions targeting member organization executive and ownership;

Liaises and networks with sister industry associations and stakeholder organizations. Attends the annual conferences of sister organizations and participates on committees as required to represent the interests of BCSLA.; and

Forms strategic partnerships with like-minded organizations to improve efficiencies, increase exposure, advance the association's agenda or better serve membership.

### OFFICE & HUMAN RESOURCE MANAGEMENT

Hires, trains, mentors, supervises and manages the performance of office employees. Collectively creates action plans, outcomes and target timeframes that align with the strategic plan. Oversees satisfactory and timely completion of objectives; works with employees to identify annual performance and professional development goals and provides regular written and verbal performance feedback; develops strategies to overcome performance deficits and keeps the board advised of achievements and concerns;

Works with board representative(s) to identify own annual performance and professional development goals. Participates in performance reviews, self-evaluates performance and seeks assistance as needed to achieve performance objectives;

Oversees management of the association office including payroll, accounts receivable, accounts payable, banking, variance analysis, accounting records management and procurement. Approves month end financial statements for presentation at board meetings and responds to queries related to variances;

Oversees preparation of the annual operating budget for approval by the board. Prepares and presents a business case for significant changes over previous years. Approves annual payroll increases and bonus incentives for office personnel; and

Oversees preparation of Annual General Meeting packages for circulation to membership. Acts as master of ceremonies at the Annual General Meeting and reports on the association's activities and accomplishments to membership.

### COMMUNICATIONS, SALES AND MARKETING

Ensures the association's brand presence is consistently maintained through stewardship of the web page, social media, collateral materials, advertising and all written and verbal messaging;

Oversees messaging in media and member communications. Directs the administration of member surveys and questionnaires, tabulates and publishes results and makes recommendations on required action to the board;

Markets the annual conference, educational events, Seal of Approval Program, event sponsorship opportunities, association advertising and other revenue generation initiatives in all communications within industry and communication with membership. Seeks out opportunities to promote the association brand within industry and government.

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Approved By	Date
Mark Dobson (CEO Selection Committee)	January 24, 2019

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Name	Review date
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*All interested parties are asked to please submit your cover letter and curriculum vitae in one pdf attachment to: [membership@bcsla.ca](mailto:membership@bcsla.ca) with "CEO Selection Committee" in the subject line by the end of business day February 28, 2019.*

*Thank you,*

*BC Seniors Living Association  
CEO Selection Committee*