

The street is no place to call home



## OPPORTUNITY PROFILE

### Vice President, Stakeholder Engagement



Calgary Homeless  
FOUNDATION

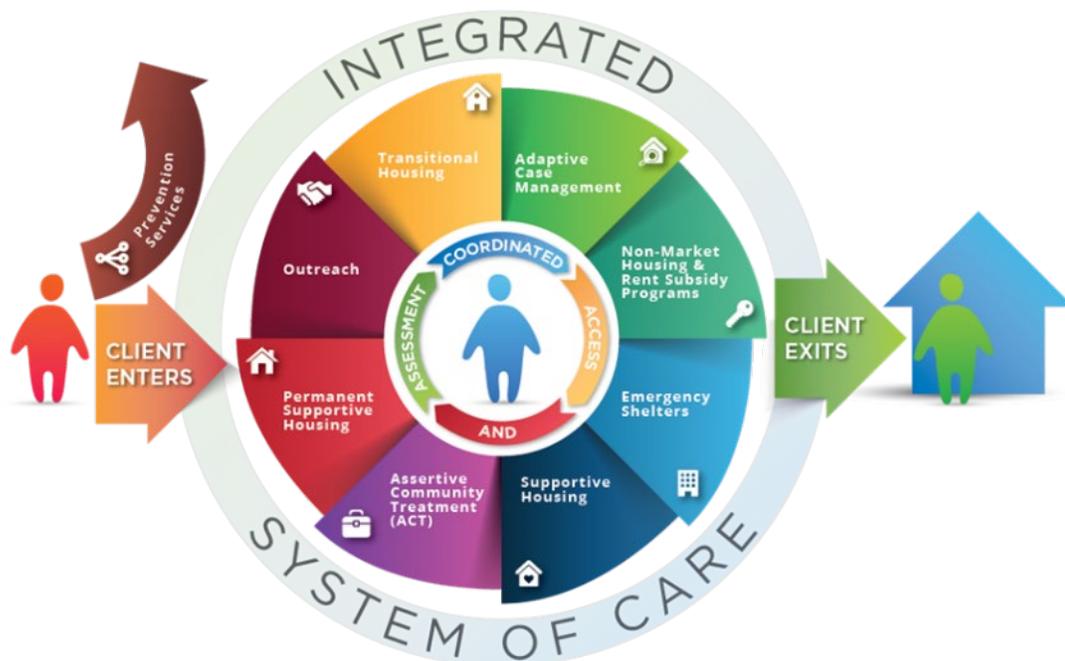
## THE ORGANIZATION: Calgary Homeless Foundation

Calgary Homeless Foundation (CHF) is a registered charity with a vision and mission to end homelessness in our city. As effective stewards of funding, CHF invests in community and in Calgary's Homeless Serving System of Care (CHSSC) to achieve desired outcomes and impacts (population, program, system) in a cost-effective manner. Providing Systems Level Leadership to CHSSC, CHF leverages research, data, system planning, coordination, and funding to address gaps and define best practices to improve outcomes and optimize client success. CHF leads with a collective impact framework and is committed to moving forward in partnership with all orders of government, public systems, homeless-serving agencies, the private sector, faith-based communities, foundations, and all Calgarians, to achieve Functional Zero homelessness in our city.

People experiencing homelessness are not homogenous; there must be a variety of programs, services, and levels of support that match their specific needs. With a \$60M annual programs and operating budget, CHF funds over 23 non-profit agencies delivering over 59 programs to meet the housing needs of Calgary's most vulnerable. CHF has finalized the development of a three year strategic blueprint and is committed to working with community and continually moving toward realizing our collective mission to end homelessness in Calgary.

For more information: [www.calgaryhomeless.com](http://www.calgaryhomeless.com)

## Calgary's Homeless Serving System of Care



## CALGARY HOMELESS FOUNDATION'S CORE VALUES

- Catalytic Leadership: We strive to find solutions with an intentionally innovative and creative mindset
- Courageous Collaborators: We seek out and leverage the positive power of collective wisdom
- Evidence Inspired: We are critical thinkers and embrace evidence to influence progress
- Vision Dedicated: We act with an inevitable belief that homelessness will be ended.

## THE OPPORTUNITY

The timing is perfect for you to make a significant contribution to CHF as the Vice President Stakeholder Engagement. This role will appeal to a values-driven leader with the poise, skill, judgment, credibility and sensitivity required to garner the trust and confidence of public, private and non-profit funders, stakeholders and the public at large. You are a strategic leader, demonstrating a track record of developing deep and trusting relationships built on honesty, trust, transparency, and integrity.

The Vice-President, Stakeholder Engagement will be responsible for developing and leading a Stakeholder Engagement Strategy that integrates Government Relations, Philanthropy, and Marketing and Communications to best position CHF to act as the System Leader for Calgary's Homeless Serving System of Care (HSSC.) By strategically connecting with the public, government (all four orders including municipal, provincial, federal, and Indigenous), donors, community service agencies, and the media, CHF will be viewed as the authoritative voice on ending Homelessness.

As the VP you will be part of an exceptional group of employees, who are passionate and collectively focused on a single end goal, to end Homelessness. The Vice President, Stakeholder Engagement reports directly to the President & CEO and is a key member of the CHF Executive Leadership Team. Reporting directly to this role are the Director Communications, Development Manager Major Gifts, and Policy Analyst.

## KEY RESULT AREAS

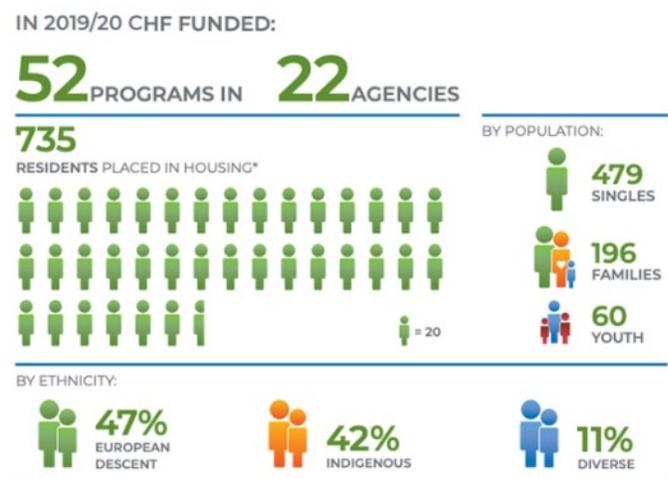
### General

- Develop and implement a Stakeholder Engagement Strategy that integrates government relations, philanthropy and marketing/communications to support CHF's role as the System Leader for Calgary's HSSC.
- Provide input to the strategic directions and annual business plans for CHF and integrate experience and knowledge of external stakeholders and trends into these plans.
- Assess and advise on key trends in non-profit external and government relations as they relate to CHF.

- Ensure that all aspects of Philanthropy, Marketing/Communications and Government Relations strategic directions and annual business plans align with CHF’s vision, mission, and core values.
- Provide leadership, coaching, and support to a strong team of development and communications staff.
- Work collaboratively with other department heads to understand and integrate needs, creatively solve issues, mitigate risks, and be proactive to opportunities.
- Plan for, manage and ensure necessary budget requirements are in place for Development and Communications teams, including resources needed for external government relations.
- Oversee and utilize strategic issues management for the office of the CEO, the Board, each department, and the entire organization to advance a positive position and objectives of CHF.
- Develop and maintain close connections with potential and existing collaborators, donors, government, media, and community-based organizations.

## Government Relations

- Develop a Government Relations strategy that supports CHF’s role as the System Leader for Calgary’s HSSC and ensures that CHF is positioned as the ‘go to’ organization with Government to steer the fight against homelessness through coordination, accountability, cutting edge research, and advancing innovation.
- Ensure that the CEO is involved in key areas of government relations.
- Track issues and developments at all four orders of government (municipal, provincial, federal and indigenous) that affect homelessness; where appropriate, inform CEO and executive leadership team and advise, engage and implement on actions required.
- Oversee ongoing engagement of elected officials and ensure an annual strategy and protocol is in place and updated on an annual basis.



## Philanthropy

- Develop and oversee the implementation of a fundraising strategy that includes fostering a culture of philanthropy among both the CHF Board and staff, annual and monthly giving, planned giving, major giving and third party events.
- Work with the Development Manager, Major Gifts to develop the Case for Support and to identify the Major Gift Moves Management Strategy.

## Marketing and Communications

- Work with Director Marketing and Communications to develop and implement a marketing, communication and social media strategy that aligns with CHF brand.
- Build the community engagement and stakeholder relations capacity of CHF.

## THE PERSON

The successful candidate will have senior leadership experience with expertise in government relations and experience/ exposure to some or all of the following; fundraising/philanthropy, marketing, branding, communications, community engagement, social media, and multiple stakeholder relations, and will be someone who recognizes the need for a truly integrated approach to these functions. Ideally you have:

- A relevant post-secondary education in public relations, communications and/or marketing, and commitment to ongoing professional development.
- A minimum of fifteen years' progressive experience is required in some combination of communications, branding, government relations and policy, media relations, building the case for support in fundraising, and working with diverse community and stakeholder groups. At least five of these years should be at a senior leadership level in a complex organization.
- Experience in the non-profit sector would be an asset.
- The ideal candidate will also have understanding and experience with the complexities of non-profit management, government accountability and volunteer board governance.
- CHF is a major funder to numerous front-line agencies carrying out valuable work and as such this individual will need a strong sales/customer service focus.

## COMPETENCIES AND PERSONAL CHARACTERISTICS

**Culturally Congruent:** A passion for, belief in and communication of CHF vision, mission and values. Genuine compassion for vulnerable populations. Will promote a transparent, ambitious, goal and achievement-oriented culture. Demonstrates a strong service ethic and customer service approach, becoming an effective ambassador for the organization.

**Building Effective Teams:** Creates strong morale and spirit in their 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 in the team. Leads by example. Able to build trust and cohesion within and between teams and departments.

**Collaborative and Collegial:** Works well with others, whether at the most senior levels, with direct reports or with others across the organization. Understands how to connect and work with the community in a productive and collaborative manner. Promotes a positive and enjoyable workplace for all.

**Relationship Builder:** Able to create, nurture and maintain mutually beneficial relationships

with a diverse group of stakeholders. Able to build rapport and credibility quickly. Comfortable and skilled at connecting with people at all level. Excellent interpersonal skills, active and respectful listener.

**Strategic Perspective:** Able to adopt a long-term view of CHF strengths and weaknesses and see the whole picture in complex situations. Results oriented, setting a high standard of performance, adjusting course as necessary. Focus on enhancing and protecting the image and reputation of CHF's leadership in ending homelessness.

**Environmental Sensitivity & Political Acumen:** Clear understanding of relevant economic, political, social, cultural and demographic environments and its impact on CHF.

**Credibility and Character:** Thought leader in their field of expertise. Stays current in their profession. Demonstrated ability to build organizational credibility and trust in his or her skills, expertise and ability to create solutions and deliver desired outcomes. Known for their honesty, humility and integrity.

## COMPENSATION

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



## WHAT TO EXPECT FROM OUR SEARCH PROCESS

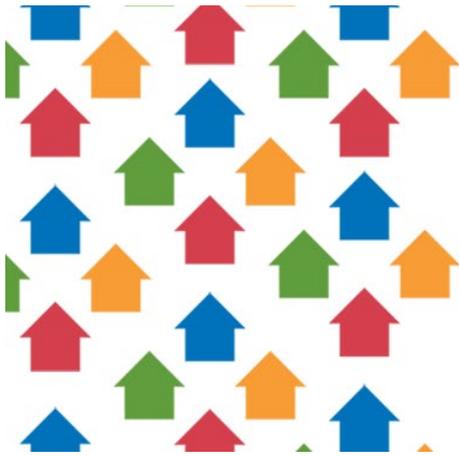
Leaders reviews all applications thoughtfully, initially comparing your information to the qualifications, competencies and experience requirements set out in this Opportunity Profile, with due consideration to the overall candidate pool. Applicants being considered to advance in the process will be notified and sent a Competency Table (CT), tailored to allow you to highlight your candidacy in relation to this opportunity. Once applications are reviewed, Leaders will contact the candidates who most closely qualify for the role and conduct a brief pre-screening conversation, assessing your interest, gaining further insight on your background, discussing any unique challenges you may have as a candidate, and confirming your compensation details. At this point we can answer any questions you may have about the company, the role and our process.

Leaders will meet with the CHF Selection Committee to review information on the candidates being considered. Information on each candidate is presented to the Committee in a Candidate Package, including cover letter, resume, and completed CT. At this point the Selection Committee will determine their preferred candidates to move forward in the process. These candidates will receive an in-depth interview from Leaders. All other candidates will be informed in a timely manner about their status in the process.

Preferred candidates will then receive a detailed competency and behavioral based virtual interview by Leaders. Following these interviews Leaders will then meet with the Selection Committee once again to determine which candidates will be short-listed to receive an interview with the Selection Committee. Once again, other candidates will be informed in a timely manner about their status in the process.

Short-listed candidates are invited to a 60-90 minute virtual or in-person interview with the Selection Committee. A second interview may also be conducted to further narrow the list or to confirm a selection decision. Once these interviews are complete, the Selection Committee will move forward with a finalist candidate. All other candidates will be informed of their status in a timely manner.

If you are the finalist candidate, you will be asked to provide 4–6 references to be contacted by Leaders. Other due diligence will include Credit and Criminal Records Checks, Educational Credential Checks and Social Media Checks. Once the Selection Committee is satisfied with the due diligence process, a verbal offer will be extended, followed by a written offer of employment.



Together, we will end homelessness in Calgary.

[www.calgaryhomeless.com](http://www.calgaryhomeless.com)

## EXPRESS YOUR ENTHUSIASM FOR THIS ROLE

If you are a talented, energetic leader up for a challenge, and the thought of joining the team at the Calgary Homeless Foundation excites you, then we want to hear from you.

Please email a convincing cover letter and tailored resume (PDF or Word document only) to **Allan Nelson** or **Laura Youngberg** at [calgary@leadersinternational.com](mailto:calgary@leadersinternational.com) indicating the job title in the subject line of the email.

Leaders International Executive Search  
Email: [calgary@leadersinternational.com](mailto:calgary@leadersinternational.com)  
[www.leadersinternational.com](http://www.leadersinternational.com)