

Canadian Badlands Ltd.

Executive Director

Position Description

Position: Executive Director (Tourism Development)

General: The Executive Director position will reflect a key entrepreneurial and leadership position in the formation, development and ongoing operation of CBL. Under the authority of the Board, the Executive Director will provide leadership to assist the Board and Committees to articulate the CBL long-term vision and goal, business plan, strategic direction, funding and financial administration. The Executive Director will facilitate consultative and collaborative processes amongst the CBL Board, Committees and shareholders to achieve cooperative decision-making and cohesive community linkages.

Reports to: Canadian Badlands Ltd. (CBL) Board of Directors

CBL Goal: To develop the Canadian Badlands into a highly recognizable tourism icon destination to make people want to visit and explore the region. Four key themes form the basis of focus:

1. Natural history and dinosaurs;
2. Aboriginal history and current culture;
3. Settlement and industrial development and the arts; and
4. Recreation opportunities available in the region.

A. Areas of Authority

The Executive Director reflects a key entrepreneurial and leadership position in the formation, development and ongoing operations of CBL. Under the authority of the Board, the Executive Director assumes responsibility to assist the Board and Committees articulate the CBL long-term vision and goal, business plan, strategic direction, fundraising and financial administration. The Executive Director will facilitate consultative and collaborative processes amongst the CBL Board, Committees and members to achieve cooperative decision-making and cohesive community linkages.

B. Summary of Responsibilities

1. Provide leadership assistance and secretariat services for the Board governance role.
2. Ensure proactive linkages, consultation and dialogues are encouraged among members.
3. Develop and ensure proactive long-term business planning and strategic directions

are facilitated.

4. Ensure plans and direction are implemented and outcomes evaluated.
5. Coordinate and execute the day-to-day communications and operations of CBL.
6. Work with Research and Policy Development Committee to gain market research and to recommend policy and strategic direction to the Board.
7. Act as the financial officer for the corporation.
8. Act as the designated FOIP coordinator for CBL.
9. Coordinate work of all CBS Committees, members and volunteers.
10. Recruit non-member municipalities within the region and ensure retention of existing CBL members.
11. Engage the private sector to become CBL members, partners and funding sources.

C. Position Duties

1. Attend all board meetings and act as a resource member for all committee meetings.
2. Prepare orientation packages and assist in orientation of new members.
3. Engage legal counsel, consultants, contractors and acquisition of supplies and services pursuant to approved budget and funding.
4. Act as a facilitator to stimulate dialogue, collaboration, consensus and active cooperation within the Committees, members, business, industry and volunteer sectors.
5. Initiate, develop and inspire ongoing fundraising initiatives and strategies for CBL.
6. Provide office services as required.
7. Develop and recommend an annual budget to the Board for approval.
8. Monitor and control revenue and expenditures, and provide for the accurate monthly and yearly financial reporting and auditing for CBL and funding agencies.
9. Provide a monthly Executive Director's activity and outcomes report to the Board.
10. Liaise with provincial agencies, the private sector and other granting organizations.

D. Current Challenges and Initiatives

1. Gain local understanding of the nature, culture, mission and goal of CBL in context to the vast regional nature and the range of small to large members within the CBL.
2. Assist in finalizing, implementing and solidifying a sound legal, business, administrative, operational and financial framework for the CBL organization.
3. Provide leadership and collaboratively develop the long-term business plan with the Board and Committees.
4. Develop the purpose and identity of CBL in relationship to the tourism promotion and marketing of the region to achieve the goal and address the four areas of focus.
5. Work with Marketing Committee to develop the tourism marketing and communication strategy to compliment the business plan and attract investment to the region.
6. Develop governance and administrative policies to address legal and operational procedures of CBL.
7. Work with the Committees to conduct research where more knowledge and

information is required to further the goal of CBL.

E. Position Core Competencies

1. Commitment and Passion - convert ideals and goals into entrepreneurial action.
2. Leadership and Management - inspire, coach, mentor and guide others to achieve the planned outcomes within a quality framework and in a timely manner.
3. Business Orientation - reflect an entrepreneurial attitude toward lending and implementing plans that will meet or exceed targets and results while maintaining accountability and control over fiscal requirements.
4. Communication - conduct clear verbal and written communications in an all-encompassing and timely manner with supporting information. Ensure a “no-surprise” environment for Board and Committee knowledge and member awareness.
5. Teamwork - build teams and encourage open relationships for maximum organizational and member effectiveness establishing partnerships and consensus building.
6. Volunteer Partnerships - act inclusively to ensure local, regional and external volunteers are included in strategic initiatives. Act as coach and mentor to volunteers to bring out the best in volunteer contributions.
7. Fundraising - possess knowledge and understanding of funding opportunities.
8. Tourism Entrepreneur - reflect passion, knowledge and expertise of the tourism industry that fosters a visitor market focus for CBL.
9. Financial Acumen - represent financial stewardship of CBL funds with a technical understanding of finances. Account for and report upon revenues and expenditures in accordance with Generally Accepted Accounting Practices.

F. Qualifications and Experience

1. Possess a university level of education in a relevant discipline such as: tourism, business, commerce, economic development, community development, etc.
2. Demonstrate continuance of adult education
3. Demonstrate entrepreneurial drive, capability and capacity
4. Demonstrate ability to work and create successful experiences with a volunteer Board of Directors and Committees
5. Demonstrate successful fundraising history
6. Demonstrate successful experience in managing, directing and maintaining accountability within a not-for-profit organization
7. Possess background in project management with multiple projects functioning at the same time.
8. Possess practical knowledge of financial systems, accountability and reporting.
9. Demonstrate knowledge and proficiency in the use of computers and Microsoft Office package (Word, Excel, PowerPoint), and Email and Web site research and utilization.
10. Understand some knowledge of administrative law and its application.
11. Demonstrative positive human resource management skills.

12. Possess a clear drivers' licence abstract
13. Demonstrate ability to pass insurance bond requirements
14. Be prepare to provide a criminal record check
15. Be prepared to work out of main office located in Drumheller, Alberta

G. Salary Range

\$75,000 to \$85,000 range depending upon qualifications and experience.

H. Benefits

An allowance for benefits will be provided.

Canadian Badlands Ltd., is an equal opportunity employer

We thank all candidates applying for this position.
Only those candidates interviewed will be advised of the recruitment outcome.

The 3 "short-listed" candidates will be expected to meet
with the Board of Directors of the Canadian Badlands Ltd.,
at a selected date in October 2011.

Closing date for receipt of applications by Saturday, September 24, 2011.

Please E-mail or fax your applications to:

execuserv plus inc.
E-mail: execuservplus@shaw.ca
Fax: 403-327-3577

NO TELEPHONE ENQUIRIES PLEASE

Any communications regarding this posting are to be exclusively directed to:

execuserv plus inc.
Lethbridge, Alberta
Fax: 403-327-3577

or

E-Mail: execuservplus@shaw.ca
Web: www.execuservplus.com

