

Manitoba Nursery & Landscape Association (MBNLA)

Executive Director

Job Brief

We are looking for an **Executive Director** to oversee all operations, functions and activities. You will be the face of the association, responsible for providing a clear strategic direction and implementing a high-quality vision.

An excellent executive director is an influential manager with ability to lead and motivate. They must have great or exceptional communication skills and take a holistic approach in managing the association's operations.

The goal is to manage and lead the Manitoba Nursery Landscape Association towards the realization of its mission, with a focus on sustainable growth and member engagement.

Responsibilities

Board Governance:

- Develop and implement strategies aiming to promote the association's mission and strategy. Also, works with board to fulfill the association's mission.
- Assist the president, committee chairs, CNLA representatives, etc. in completing their duties, and collaborate with other provincial executive directors and associations routinely on mutually beneficial projects.
- Organize Meetings and be responsible for the effective administration of MBNLA operations.

Leadership (Assist the Board Members):

- Identify, assess, and inform the Board of Directors of internal and external issues that affect MBNLA.

Financial Performance and Viability:

- Create complete business plans for the attainment of goals and objectives set by the board of directors.
- Direct and oversee investments and fundraising efforts

Association Mission and Strategy:

- Ensure adherence of the association's daily activities and long-term plans to established policies and legal guidelines
- Work with Board and staff to ensure that the mission is fulfilled through programs, strategic planning, and industry events.
- Continually support existing membership, and drive new membership and awareness with prospective members

Communication and Advocacy:

- Continue and revise our communication plan that supports the strategic direction of MBNLA, as set by the Board of Directors.
- Communicate with members and stakeholders to keep them informed of the work of MBNLA and to identify changes in the nursery and landscape industry served by MBNLA.
- Forge and maintain relations of trust with shareholders, partners and external authorities
- Act as the public speaker and public relations representative of the association in ways that strengthen its profile

Human Resources Planning and Management:

- Determine staffing requirements for organizational management and program delivery.
- Effectively manage all staff and contractors (communications, financial reporting) to insure deliverables from staff and contractors are completed correctly and in a timely manner.

Risk Management:

- Identify and evaluate the risks to MBNLA's people (members, staff, management, volunteers), property, finances, goodwill, and image and implement measures to control risks, and devise remedial actions for any identified issues and conduct crisis management when necessary

Requirements

- Experience in developing strategic planning and implementation
- Ability to apply successful fundraising and networking techniques
- Strong understanding of corporate finance and measures of performance

- In-depth knowledge of corporate governance principles and managerial best practices
- An analytical mind capable for “out-of-the-box” thinking to solve problems
- Outstanding organization and leadership abilities
- Excellent communication (oral, written, and online) and public speaking skills
- Proven experience as executive director or in other managerial positions
- Passion for growth

Term & Compensation:

- This position averages an expected hourly commitment of 20 working hours a week, although this will fluctuate around industry specific events.
- This is a 3-year contract for a fixed annual sum of \$30,000 + a yearly bonus tied to marketing initiatives and event profitability.
- Mileage for MBNLA related activities.
- The contract is invoiced and paid monthly.