



CHIEF EXECUTIVE OFFICER – POSITION PROFILE

August 2023

Department – C-Suite

Reports to: Board of Directors

Salary Range: \$70,000 - \$85,000 Annually

Fresh Routes is a non-profit social enterprise improving access to fresh and healthy food for communities that need it the most. Since its official launch in 2019, Fresh Routes has served 124,000 community members and brought over 800,000 pounds of fresh fruits and vegetables into communities that struggle with healthy food access.

Many areas of the city and Indigenous communities face limited access to affordable and healthy food options. From grocery prices increasing to food deserts to the inability for some folks to transit to affordable grocery, the lack of access can contribute to higher rates of food insecurity and diet-related health issues.

Fresh Routes is looking for a seasoned leader to lead us into our next phase of growth. The Chief Executive Officer (CEO) will report to the Fresh Routes Board of Directors and lead the organization's operations, from staffing to strategic planning. An advocate for community development and wellness, you have a passion for dignified food access and for bringing community together. Your exceptional communication skills and leadership qualities will inspire and unite a diverse team, elevating the vision and impact of the organization together.

We are looking for someone that is keen to work with the team to make a significant impact on communities in need and shape the future of food security initiatives in Alberta.

PURPOSE

This CEO leads the executive team at Fresh Routes in achieving the organization's vision and organizational objectives. The core of the role is to ensure the organization implements the long-term strategy. Other key responsibilities include securing funding, overseeing operations and administration, ensuring the optimal use of organizational finances, staff and resources. The CEO also provides financial leadership by managing budgets and monitoring long term strategic fiscal plans and enhances the governance of the organization with an active role on Board Committees

KEY ACCOUNTABILITIES

- **ORGANIZATIONAL STRATEGY & OPERATIONS**

- › Lead development of the organizational vision and strategy, In collaboration with the Board.
- › Translates high-level strategy into operational goals & objectives that satisfy the vision
- › Collaborate with Director of Operations to ensure day-to-day operations are run smoothly and efficiently
- › Evaluate overall performance of the organization by gathering, analyzing and interpreting data and metrics

- **EXTERNAL RELATIONS & FUND DEVELOPMENT**

- › Establish strategic relationships and managing relationships with major donors & sponsors, including reporting and evaluation
- › Oversight of all fund development initiatives
- › Establish innovative ideas to expand program into new markets, while maintaining financial sustainability
- › First point of contact for all media relations
- › Represent the programs and point of view of the organization to agencies, organizations, and the general public
- › Publicize the activities of the organization, its programs and goals.

- **FINANCE**

- › Review and manage organization's budget in partnership with the controller to ensure effective cash flow management and risk mitigation.
- › Manage fund development related to sponsorship, pilot funding and grants
- › Oversight of quarterly financial reporting and regulatory filings

- **PEOPLE EXPERIENCE (STAFF AND VOLUNTEERS)**

- › Manage the leadership team including:
 - i. Director of Operations
 - ii. Director of Marketing
 - iii. Director of Fund Dev
 - iv. Controller
- › Oversight and execution on all HR management initiatives

- › Ensure that vision and values are embedded in all HR initiatives (recruitment, total rewards, engagement, training and development, policy and procedure development, change management and managing exits).
- › Ensure that all reporting employees adhere to company policies and procedures related to Health and Safety.

- **BOARD RELATIONS**

- › Provide leadership in executing programs set by CEO with the Board of Directors and staff and carry out plans and policies authorized by the Board.
- › Execute the strategic and operational plan which incorporates goals and objectives that work towards the strategic direction of the organization.
- › Identify and evaluate the risks to the organization and implement measures to control the risks (staff, volunteers, management, finances)
- › Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and make informed decisions
- › Participate in and support the work of all Board Committees
- › Participate in relevant board development and governance training

QUALIFICATIONS

- › 5 or more years senior management experience
- › Experience working with a Board of Directors and in a non-profit environment
- › High level strategic thinking and planning with a strong ability to envision and communicate the organization's strategic future across all levels of the organization.
- › Transparency and integrity based leadership
- › Proven success in fundraising and fund development
- › Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies and volunteers.
- › Experience in financial management, including budget preparation, analysis, decision making and reporting
- › Strong written and oral communication skills.

Closing Date:

All interested applicants can forward their cover letter and resume to **Audra Stevenson at boardchair@freshroutes.ca** with CEO Application within the subject line of the email. We thank all applicants for their interest. Please note, only applicants selected for an interview will be contacted.