

POSITION PROFILE

# Chief Executive Officer

Victoria Hospital Foundation

Reports to: Board of Directors

Date: November 2024



Victoria Hospital  
**FOUNDATION**  
HEALTHIER FUTURES

*Are you looking to make a difference? Be Inspired and Get Involved? This may be the opportunity for you.*

## About Victoria Hospital Foundation

The Victoria Hospital Foundation (VHF) in Manitoba is dedicated to advancing healthcare at the Victoria Hospital and in the community. They engage with the community, health experts, and other stakeholders to identify, support, and fund innovations that enhance patient care and improve the health and well-being of the community.

The Victoria Hospital Foundation has been making a significant impact on the health and well-being of the community for over 50 years. It was formed in 1971 and has since transformed from a modest research and development program into a vibrant non-profit organization.

VHF operates within the Winnipeg Health Region, providing services to all nations on the traditional and ancestral lands of the Anishinaabeg, Ininiwak, Anishininewak, Dakota-Oyate, Dene, Inuit, and the national homeland of the Red River Métis. They are committed to working with people to identify, support, and fund innovations that improve the health of patients, neighbors, and friends.

### VISION

Healthier futures for the people in our community.

### MISSION

We are dedicated to advancing healthcare at the Victoria Hospital and in our community. We engage our community, health experts and other stakeholders to identify, support and fund innovations that enhance patient care and improve the health and well-being of our community.

### VALUES

Have integrity, be transparent

Build positive team spirit

Engage & build strong partnerships

Be empathetic & inclusive

Pursue knowledge, learning and continuous improvement

Embrace and drive change through innovation

Deliver impact



For further information, please contact:  
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## About the Chief Executive Officer Position

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Reporting directly to the VHF Board of Directors, the Chief Executive Officer (CEO) is responsible for leading and directing the efforts of staff and volunteers to develop and mobilize resources. As the most senior staff position within the organization, the CEO is responsible for the strategic leadership of the organization to ensure its future relevance, credibility, and viability. The CEO is responsible for establishing organizational objectives and priorities and for reviewing and evaluating the progress and work for attainment of objectives and performance goals.

The CEO works directly with the Board of Directors to develop organizational policies in support of the organization's mission. As the leader of the senior management team, the CEO guides the development of strategic and operational plans for management. There are three members of the senior management team and an Executive Assistant that report directly to the CEO with twelve employees working in fund development, communications, and finance and administration.

To ensure the best results, the CEO actively facilitates collaboration and partnerships by involving the community and by personally promoting participation, volunteerism, and philanthropy. The CEO works directly with community leaders, major donors and other leading philanthropists as well as senior government officials and politicians when appropriate. The CEO works closely and in collaboration with the Chief Operating Officer of the Victoria Hospital.

Victoria Lifeline operates as an independent non-profit, with a Board of Directors fully appointed by the members of the Victoria Hospital Foundation. The organizations share common controls, particularly in regard to financial reporting and audit. The CEO plays a key role in the oversight of this relationship and is a member of the Victoria Lifeline Board of Directors.

## Leadership Accountabilities

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### Accountability 1: Strategic Organizational Management

- Provides the organization with the vision and leadership to carry out its mission.
- Maintains staff and volunteer focus on its mission and vision and balances organizational priorities through an inclusive strategic planning and management system.
- Seeks out opportunities to improve organizational operations and shift organizational philosophy to integrate ancillary services and foundation related programs to function as a strong, cohesive operation.
- Develops policies and strategies for financial management including all revenues, expenses, endowment funds, and investments. Ensures rigorous accountability and long-term stability through the conservative fiscal management of resources and capital/endowments.
- Guides and integrates efforts to realign all business processes and reinforce organizational structure to ensure the effectiveness of major programs and initiatives by focusing energies and operations to achieve agreed upon objectives.
- Encourages and facilitates the application of technology to enable the re-engineering of programs and processes to make optimal use of resources.



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- Ensures efficient operations and administrative oversight to maintain a presence in the hospital, including support for parking services that are managed by the Foundation.
- Translates the strategic and departmental plans into operational objectives for all employees and appropriate stakeholders.
- Leads a capital campaign that involves overseeing strategic planning, financial management, risk mitigation, and stakeholder engagement to ensure the project's successful completion and alignment with the organization's goals.

### Accountability 2: Fundraising

- Provides the leadership and long-term vision necessary to significantly increase the organization's pre-eminence in fund-raising.
- Develops new initiatives to ensure resources are available to support programs by building endowment funds.
- Leads staff and volunteers in developing and implementing strategies to ensure a successful annual campaign.
- Identifies, involves, educates and cultivates corporate and individual major prospects.
- Solicits and stewards major individual and corporate donors, providing accountability and recognition.

### Accountability 3: Board Governance

- Ensure the development of management documents necessary for the Foundation to achieve its strategy and objectives, and recommend policies and other management documents to the Board as appropriate for approval.
- Work in close collaboration with the Chair of the Board, the Chair of each Board Committee to:
  - Bring decisions to be made by the board and board committees and other matters of importance to the board's and board committees' attention in a timely manner
  - Set board and board committee agendas and provide timely and relevant information to the board and committees so as to enable the board and board committees to effectively discharge their obligations; and
  - Ensure, in collaboration with the board chair, there is an effective relationship between management and the members of the board.
- Lead the Implementation of the policies and strategy set by the Board.
- Is the official link between the Board and the employees of the organization, ensures effective formal communication and the appropriate sharing of information between the Board and the organization's employees.
- Performs other duties related to the qualifications and requirements of the job.

### Accountability 4: Stakeholder Relationships and Engagement

- Develops and sustains effective relationships with all levels of government, corporations and community organizations, ensuring positive two-way sharing of information and ideas.
- Ensures the establishment of multi-faceted marketing and communication strategies to engage internal and external stakeholders in the work of VHF demonstrates how their contribution impacts the lives of the community.

**Accountability 5: People Leadership**

- Ensures the development, implementation and maintenance of an effective organizational structure.
- Builds and sustains a cohesive, collaborative senior leadership team that is committed to the best interests of VHF, consistently explores opportunities and ensures effective achievement of identified outcomes.
- Provides leadership to the senior leadership team, including delegating authority, coordinating, monitoring and evaluating all activities, mentoring and coaching.
- Develops and sustains a high-performance culture and environment where multiple perspectives are sought, appropriate risks are encouraged, and all employees are committed to the mission.
- Establishes strong human resource practices that ensure highly qualified staff are recruited and retained, performance expectations are clearly defined, workforce development and succession management are effectively implemented.

## The Education, Experience and Competency Requirements

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The ideal candidate will be passionate, connected and high energy, and will have a degree in business management, finance, communication, service delivery, or any other related field. Additionally, a sound knowledge of human resource management is required to effectively handle policies, procedures, and personnel within a non-profit organization. The ideal candidate must possess a minimum of ten years of directly related experience, including five to eight years in a senior managerial capacity with a similar institution. They should have had direct management responsibility for medium to large-scale initiatives involving significant financial implications, various staff functions, and diverse stakeholder groups. Furthermore, experience working with volunteers and volunteer boards is crucial for success in this position.

Candidates should have a proven track record of successfully planning, executing, and completing capital campaigns. This includes the ability to develop a compelling case for support, engage and inspire donors, and secure major gifts. They must be adept at building and maintaining relationships with key stakeholders, including board members, volunteers, and major donors, to ensure the campaign's success.

The kind of experience that will be desirable:

- Development and stewardship of exemplary donor relations
- Development and execution of fundraising/revenue strategies
- Financial management
- Working with staff and volunteers to achieve organizational goals

**Competencies Required**

The CEO must have exemplary leadership competencies to navigate the opportunities, risks, and nuances of being a leading, high-profile philanthropy-based organization.

**Visionary Leadership**

- Establishes a shared vision and common goals and creates the environment where the organization can achieve them.



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- Has broad knowledge and perspectives, adopting a long-term view of organizational strengths, weaknesses, opportunities and risks in a changing operational environment.
  - Clearly articulates a practical vision for the future, a credible case for change / enhancement and to influence and inspire others to work as part of a team toward that vision.
  - Promotes cooperation, collaboration and partnerships between individuals or groups both within and outside of VHF, ensuring everyone understands each others' roles, responsibilities and contributions.
  - Ensures a respectful, collaborative workplace.
  - Identifies critical financial and operational issues that will have an impact on the organization.
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## Relationship and Collaboration Focused

- Relates well to all kinds of people; builds meaningful relationships with all.
  - Promotes dialogue, cooperation, collaboration and partnerships between individuals or groups both within VHF and beyond.
  - Is an attentive and active listener to stakeholders and authentically engages them in the work of the organization.
  - Understands and respects the role of governments, businesses, and community agencies and continually sees opportunities in how they might work together.
  - Is politically savvy and can maneuver through complex situations effectively and quietly; is a maze-bright person that can anticipate challenges and plan their approach accordingly.
  - Values and leverages the power of networks and influence.
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## Integrity and Humility

- Keeps the greater good of VHF in mind at all times.
  - Makes principle-centered decisions.
  - Assumes responsibility, accountability and follows through when making commitments.
  - Demonstrates sincerity, honesty, respect, empathy and adherence to standards and values of VHF.
  - Maintains composure and perspective in difficult or volatile situations.
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## Effective Oral, Written and Presentation Skills

- Defines the principles and framework of effective organizational communication.
  - Actively listens to messages being communicated by stakeholders.
  - Articulates complex ideas in a clear, understandable way.
  - Creates and conducts powerful presentations to small and large groups.
  - Develops well-constructed documents and reports.
  - Provides sound, credible and thorough information to the Board of Directors and ensures the Board is appropriately informed of issues.
  - Effectively facilitates meetings and discussions to assist participants in reaching shared decisions and fostering positive relationships.
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### Decisiveness and Excellent Judgment

- Communicates clearly, concisely and effectively with a wide variety of audiences (both internally and externally) in small personal settings, group sessions or through the media.
- Efficiently and effectively perceives and assesses situations.
- Understands when decisions require input and when they do not.
- Asks the right questions to get the information needed.
- Draws sound conclusions and recommends changes in policies and practices as required.
- Identifies the impacts and risks associated with decisions and takes appropriate risks.
- Influences decisions that challenge the status quo and provoke growth and positive development in the organization.
- Takes responsibility for difficult decisions.
- Ensures the Board is appropriately informed of issues.
- Defines decision-making model(s) / principles / criteria for others.
- Utilizes objective, factual and valid information from a variety of sources to make informed decisions, understands the potential impacts, and keeps all relevant parties informed.

### Results Orientation

- Incorporates the needs of the Board and stakeholders when setting standards, corporate strategies and organizational direction.
- Sets goals and priorities that maximize the use of resources available to consistently deliver results based on Board direction and stakeholder expectations.
- Driven to meet a high standard of performance.
- Facilitates the implementation of strategies to achieve defined expectations and superior service delivery.
- Monitors progress towards a goal, anticipates problems and makes adjustments when necessary.
- Employs advanced quality / continuous improvement techniques and strategies to optimize systems and improve organizational effectiveness.



## About Winnipeg

***Winnipeg is located in Treaty One Territory, the home and traditional lands of the Anishinaabe (Ojibwe), Ininew (Cree), and Dakota peoples, and in the National Homeland of the Red River Métis. Our drinking water comes from Shoal Lake 40 First Nation, in Treaty Three Territory.***

Winnipeg is the vibrant capital city of Manitoba and lies at the geographic heart of North America. "The Peg" is located in the fertile Red River Valley at the junction of the Red and Assiniboine Rivers. The city is named after the nearby Lake Winnipeg and comes from the Western Cree words for "muddy water" - "winipihk". The region is the traditional territory of the Anishinabe (Ojibway), Ininew (Cree), Oji-Cree, Dene, and Dakota, and is the birthplace of the Red River Métis Nation.



As of 2023, Winnipeg, the capital city of Manitoba, has a population of over 834,000 people and is steadily growing. It is the sixth largest city in Canada and the largest city in the province. Statistics Canada predicts that the population will approach 1 million by 2030.

One of the most economically and culturally diverse cities in Canada, Winnipeg is well known for its cultural achievement, flourishing arts scene, and welcoming spirit. We are a quirky, four-season city with something for everyone. Our location in the center of the continent makes for bright and sunny weather (sometimes windy too!), while the city is surrounded by prairie, forests, and hundreds of lakes – including Lake Winnipeg, the world's 11th-largest freshwater lake. We have so many tree-canopied neighbourhoods for you to call home, and a never-ending list of activities for you to enjoy. No matter what your interests are, Winnipeg's lifestyle is here for you.

A "City of Sunshine" we have the highest average number of sunlight hours in Canada with an average summer temperature of 25.4°C and an average winter temperature of -12.9°C.

Well known as a transportation hub and the "Gateway to the West", key industries in Winnipeg include aerospace, agribusiness, finance and insurance, health and biotechnology, information and communications, electric power and apparel and furniture manufacturing. Major employers include James Richardson and Sons, Investors Group, Canada Life, Palliser Furniture, Motor Coach Industries, New Flyer, Boeing, Standard Aero, Pollard Banknote and Bristol Aerospace.

### **Manitoba Museum**

The Manitoba Museum's Indigenous Advisory Circle features members, academics and artists from the Dakota, Denesouline and Anishinaabekwe First Nations, along with Inuit elders and members of the Métis Nation. This Circle has been instrumental in bringing the Museum's exhibits into the 21st Century, guiding aspects like Treaty Interpretation, Truth and Reconciliation and the handling and display of important artifacts. To learn more of the area's Indigenous history, you'll find content in nearly every gallery, while notable exhibits include, We Are All Treaty People, the newly expanded and re-designed Prairies Gallery (which confronts Residential Schools and historic injustices on the land) and the iconic Welcome Gallery, which features a life-sized diorama of a Métis bison hunt

### **CentrePort Canada**

The development of an inland port which will be a hub of transportation activity that brings together road, rail and air cargo to



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a central location for re-distribution with the intent of facilitating international trade and distribution and creating value-added services as goods move through the supply chain. Winnipeg's proximity to the geographic centre of North America and 20,000 acres of land around the airport will be capitalized on to expand Winnipeg's position as one of North America's most important trading centres.

### Assiniboine Park & Zoo

Winnipeg's premier green space is already visited by millions of people annually and already boasts the Leo Mol Sculpture Garden, the Assiniboine Park Zoo, and the Lyric Theater at which free concerts play throughout the summer season. With the establishment of the Assiniboine Park Conservancy, a private not-for-profit corporation dedicated to improving its infrastructure and services, the park and zoo have expanded to a world-class floral, zoological, artistic, and activity-based attraction to deliver internationally renowned entertainment and recreation options. The Journey to Churchill exhibit has been recognized as the most comprehensive northern species exhibit of its kind. Recently opened to the public, The Leaf is a spectacular indoor horticultural attraction that showcases four distinct biomes; the Hartley and Heather Richardson Tropical Biome, Mediterranean Biome, Babs Asper Display House, and the Shirley Richardson Butterfly Garden. The outdoor Gardens at The Leaf offers six diverse gardens spread through 30 acres of greenspace. The Indigenous Peoples Garden is a gathering place that celebrates Indigenous cultures and their deep philosophical understanding and respect for nature.



### The Canadian Museum for Human Rights

Located in the heart of downtown Winnipeg, the Canadian Museum for Human Rights, Canada's first federal museum located outside Ottawa, is housed in an iconic building and will be a national and international destination and a centre of learning where Canadians and people from around the world can engage in discussion and commit to taking action against hate and oppression. Opened in 2014, it enhances the public understanding of human rights, promotes respect for others, and further cements Canada's reputation for championing human rights issues from right here in Winnipeg.



### SHED

CentreVenture Development Corporation's proposed Sport, Hospitality and Entertainment District (SHED) development plan for downtown Winnipeg includes an outdoor public square, two new mixed commercial developments, and additional parking facilities in addition to plans for expanded retail development and expansion of Winnipeg's sheltered skywalk system.

### True North Square

An iconic mixed-use development in the heart of Winnipeg's burgeoning downtown. True North Square is more than a collection of buildings – it is a living entity ready to accommodate a dynamic Winnipeg community, drawing in and capitalizing





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on the synergies between working, living, socializing, and gathering all in one central location. When complete, True North Square will feature four towers spanning over one million square feet of Class A office, residential, retail, hotel and public space.

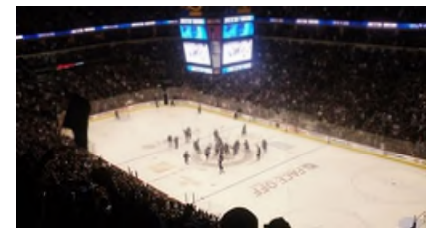
### Princess Auto Stadium

Home of the Winnipeg Blue Bombers and the Manitoba Bisons, Princess Auto Stadium is a world-class athletic and recreation venue constructed near the University of Manitoba. The facility includes a new stadium with over 33,000 seats and 40 private suites with additional hospitality areas and a new fitness centre. Valour FC is a Canadian professional soccer club in Winnipeg which competes in the Canadian Premier League and plays their home matches at Princess Auto Stadium.



### Winnipeg Jets

Adding to the excitement of three professional sports teams, the Winnipeg Blue Bombers, the Winnipeg Goldeyes, and the Winnipeg Sea Bears, True North Sports and Entertainment brought us back our beloved Winnipeg Jets in the 2011/12 season.



### Canada Life Centre

Home of the Winnipeg Jets and Winnipeg Sea Bears is Canada Life Centre, an indoor sports arena and entertainment venue in downtown Winnipeg. This facility can host a variety of premier sports, music and entertainment events and is designed to ensure the ultimate fan experience.

### James Richardson International Airport

The \$585 million transformation of Winnipeg's airport including the construction of a new terminal, access road, parkade and an additional hotel means Winnipeg's ever-increasing passenger and cargo traffic levels will continue to be managed safely and efficiently. With expanded retail services reflective of Winnipeg, the ability to accommodate more and larger international flights, the opening of a new bus terminal, and the relocation of the Canada Post plant nearby, Winnipeg's airport is literally positioned to become one of the busiest in Canada.

With over 935 parks, 24 golf courses, 50 indoor arenas and curling rinks, 40 galleries, 50 theatres and performance venues, and 20 libraries we believe in community, recreation and fun. Some of the top attractions in Winnipeg include:

### The Assiniboine River Walk

A lighted pathway that lies on the north shore of the Assiniboine River from the Forks to the Legislative Grounds.

### The Manitoba Centennial Centre

Home to Canada's Royal Winnipeg Ballet, the Manitoba Opera and the Winnipeg Symphony Orchestra, located in downtown Winnipeg includes the Concert Hall and Planetarium and the Manitoba Museum.

### Rainbow Stage

Located at Kildonan Park offers fun, superb, award-winning performances of popular Broadway hits in a covered outdoor setting.

### The Royal Manitoba Theatre Centre

Canada's first English-speaking regional theater and a model for regional theatres throughout North America; presents over 250 performances annually for more than 150,000 theatre lovers.



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### Fort Whyte Centre for Environmental Education

Fort Whyte is a wild oasis offering forests; self-guided trails, an interpretive centre and a freshwater aquarium.

We enjoy numerous unique festivals in our community including the Red River Exhibition with Manitoba's largest midway and a wide variety of family entertainment. Folklorama is the largest running multicultural event in the world of its kind, held throughout the city for two consecutive weeks during the summer months. The Winnipeg Fringe Theatre Festival is the second-largest fringe festival in North America. The annual Winnipeg Folk Festival is internationally renowned, 40 years old and running strong. The Festival du Voyageur is one of North America's longest-running winter festivals. These along with numerous others including the Winnipeg International Children's Festival, and the Winnipeg Jazz Festival, which hosts some of the finest Jazz Musicians from around the world and converges at the Winnipeg Art Gallery (Canada's oldest public Art Gallery,) help ensure that our unique contemporary culture grows and thrives.



Our musical roots are strong and deep as well. Since its founding in 1948, the Winnipeg Symphony Orchestra has been a pillar in the Canadian music scene, including the Winnipeg New Music Festival which features international and local artists who delight thousands of attendees each year. The Manitoba Chamber Orchestra has been offering an accessible, eclectic repertoire for over 50 years. The Manitoba Opera has also celebrated over 50 years of "changing people's lives through the glory of" professional opera. With over a century of experience, the Winnipeg Philharmonic Choir is Western Canada's longest-established adult choral group with a well-earned reputation for excellence.

There is no shortage of entertainment options and we have a sophisticated and open cultural scene. Canada's crossroads are easy to get to by land, rail or air; but difficult to leave.

For more information on Winnipeg please visit <https://www.travelmanitoba.com>, [www.winnipeg.ca](http://www.winnipeg.ca), [www.economicdevelopmentwinnipeg.com](http://www.economicdevelopmentwinnipeg.com), [www.winnipeg inland port.ca](http://www.winnipeg inland port.ca), and [www.centreventure.com](http://www.centreventure.com).