



Athletics Alberta Executive Director

General Description

The Executive Director will lead and influence our organization towards favorable growth and will design and direct the strategic direction to support and enhance our organizational operations. Duties for the Executive Director include managing company assets, optimizing financial operations, providing leadership to all staff, establishing business goals, advising the board of directors on organizational activities, overseeing and streamlining daily operations, improving staff performance, and executing special business projects. Achieving our mission and objectives requires maintaining positive relationships with internal and external stakeholders, achieving organizational goals, and maintaining sound financial practices.

The role requires a strong entrepreneurial drive, outstanding communication skills, strong leadership qualities, and good planning and organizational skills. The Executive Director should streamline our organizational operations, effectively and efficiently direct operational budgets, improve revenue, direct our business strategy, enhance sport sector relations and media relations, while guiding internal stakeholders, staff, and surrounding communities.

Skills and Qualifications

- Financial management experience.
- Leadership and organizational skills.
- Project management experience.
- Highly ethical behavior.
- Effective communicator.
- Motivational skills.
- Public relations and marketing knowledge.
- Knowledge and understanding of the sport of track and field.
- Knowledge of the Canadian sport delivery system.
- Exceptional interpersonal skills required to work effectively with the Board, staff, volunteers, members and the community.
- Ability to interpret policy into action.
- Supervisory skills.
- Presentation and public speaking skills.

Executive Director Responsibilities:

- Cultivate and maintains external relationships.
- Developing and directing organizational strategy.
- Drafting organizational policies and philosophies.
- Overseeing day-to-day business activities.
- Conducting performance reviews.
- Preparing comprehensive budgets.
- Reporting on revenue and expenditure.
- Engaging with community groups.
- Creating sound business plans.
- Coaching and developing staff.
- Overseeing financial accounts.



The Executive Director has responsibilities in the following areas:

1) External Relationships

- a) Develops Association growth strategies with external stakeholders
- b) Is responsible for representation of the Association and its programs to the media and the public and oversees regular contact, email communications and other promotional activities in consultation with the President.
- c) Manages communications with customers, sponsors, government agencies, parent organisations and public.
- d) Cultivates and negotiates sponsorship, partner relations.
- e) Develops relationships with subcontractors, suppliers, and regulators within the sport sector.
- f) Collaborates and leads various initiatives within the Alberta Sport sector.
- g) Manages facility stakeholder relationships.

2) Strategic Planning

- a) Leads the Association in the preparation of the 4-year strategic planning process in conjunction with the Board, committees and staff.
- b) Assembles, monitors, and evaluates the implementation of the Association's operational plans and provides quarterly reports to the Board.
- c) Reviews each of the following operational plans with the assigned staff; programs, communications, technology, events, and finances.
- d) Ensures all Association programs and services are run in an efficient and effective manner, according to policy and operational strategy.
- e) Develops and maintains direct contact with membership, committees, in order to translate problems, concerns, ideas and suggestions into policy, procedure and program proposals for presentation to committees and Board.
- f) Works with board representatives to research and draft policies for board approval.
- g) Prepares regulations and procedures for policies approved by the board.
- h) Reviews the Association By-laws and updates as required.
- i) Interprets policies to the Association's membership, staff and to the general public and keeps membership aware of all policies, procedures and updates.
- j) Coordinates with legal counsel on association legal matters.
- k) Represents the association in matters with SDRCC, Athletics Canada, and Sport Canada.

3) Financial Management

- a) Maintains fiscal control.
- b) Administers funds according to the approved budget.
- c) Serves as one of 3 signing authorities on all Association accounts as designated by the Board.
- d) Co-ordinates the Association Year-end audit oversees the preparation and distribution of the annual year-end financial statements to membership and applicable granting agencies.
- e) Assembles the financial reports and budget status updates for the Board and the V.P. Administration on a quarterly basis to the Board. Prepares financial reports and requests for financial consideration to funding agencies.
- f) Approves all Board, Committee, and staff expenses.
- g) Maintains Association Insurance and keeps the policy up to date.
- h) Generates resources annually including government funding forecasts, sponsorship programs, corporate donations, individual contributions, self-generated revenues, and special fundraising activities.
- i) Prepares and submits grant applications for the Association where applicable.
- j) Researches and pursues new fundraising opportunities.
- k) Leads business development initiatives with sport partners, corporate partners and industry leaders.
- l) Secures sponsorship, donations and advertising for Association programs, special events, and publications.
- m) Initiates and coordinates new fundraising activities.



4) Operational management

- a) Manages the personnel of the Association including permanent, temporary paid, and volunteer staff.
- b) Recruits, hires, supervises, evaluates and dismisses staff.
- c) Approves staff work plans and monitors staff progress.
- d) Determines further training needs of staff and approves professional development opportunities.
- e) Responsible for performance appraisals of staff as per policy and reports annually to the Executive Committee.
- f) Ensures all Association programs and services are run in an efficient and effective manner, according to policy and operational strategy.
- g) Produces an Association office/administration report for presentation to the membership at the AGM.
- h) Produces an Association office/administration report for presentation to the membership at the AGM.
- i) May serve as the Board's designate of Association Meet Organizing Committee for Provincial and National Championships, and international competitions if so designated.

5) Board and Committee Administration

- a) Sets and distributes an annual Board meeting schedule following the AGM.
- b) Prepares board and general meeting agendas in consultation with the President and distributes meeting information packages.
- c) Provides regular written and verbal reports, including updated financial statements to the Board and Administration Committee and acts as a liaison between all staff and the Board.
- d) Maintains complete and accurate minutes of all Board and general meetings and distributes these to the appropriate members.
- e) Ensure summary of Board Motions and Board Personnel motions are kept up to date.
- f) Attends, as an ex-officio member to committee meetings and other meetings as required.
- g) Represents the association as directed by the Board.
- h) Maintains a relationship with Athletics Canada and attends all meetings (monthly, annually).
- i) Sits on the 2001 Edmonton Legacy Foundation Board and maintains relationships with stakeholders associated with support funding.