

# Leaders

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## Opportunity Profile

### Executive Director



## About EducationMatters

<https://www.educationmatters.ca>

EducationMatters is a charitable non-profit organization that was launched in 2003 (formerly under the name CBE Foundation). EducationMatters has dedicated 20 years to enriching public school education and supporting students succeed in school and life. Through funding from partners and generous donors, EducationMatters provides schools and students with important resources, meaningful opportunities and career pathways while keeping the driving force behind the organization in mind: the success of students. In 2023, EducationMatters reached a monumental milestone raising over \$30M since its inception 20 years ago.

EducationMatters is a stand-alone trust, with its own Board of Governors, operating at arms-length from the Calgary Board of Education (CBE). Alignment is crucial between EducationMatters and the CBE at both the governance and administrative levels so that EducationMatters' fundraising priorities support the CBE's Education Plan and the priorities of the CBE Board of Trustees.

With the majority of its grants directed to programs and schools within the CBE, EducationMatters enhances public education by meeting the most critical needs of students, including: diversity, equity and inclusion, career pathways, access to technology borrowing, literacy rich learning environments, back to school resources, and books for kids.

Some of the ways students benefit from EducationMatters include access to:

- innovative and career-focused dual credit and exploratory programs that can lead to future employment;
- learning resources that contribute to their success in literacy, math, science, the arts and more;
- off-site activities, which enhance critical thinking and provide students with the opportunity to have real-world experiences at locations that they may not get to visit with their families;
- Elders, Knowledge Keepers and land-based learning opportunities that ensure students can learn about Indigenous culture and participate in authentic learning experiences from local Indigenous community members; and
- scholarships that empower them to reach their fullest potential after graduation.



## Values

**Student-centered:** Student needs come first. We believe that public education builds strong communities, futures, and opportunities for our youth.

**Equity:** We seek to add financial supports where there is a need to enhance educational equity among students.

**Sustainability:** Our donor funded grant-making recognizes the importance of acceleration-ready initiatives and the ability of Calgary Board of Education to support the long-term sustainability of successful pilots.

**Evidence-based:** Our approach is based on need and research. Our grants and awards have demonstrable impact on the alleviation of needs for students.

**Collaboration:** We work closely with Calgary Board of Education, their schools, school councils, administrators, principals, teachers, parent societies and other public education supporting organizations with similar or complementary goals as EducationMatters.

## Vision

Every Calgary Board of Education student, in every grade, will have equitable and barrier-free access to excellent learning opportunities and will complete high school.

## Mission

Public education is a shared responsibility to support student success.

EducationMatters is a charitable trust inspiring and facilitating investment from the community to enhance equity and alleviate barriers for CBE students throughout all grades to complete high school.

## Mandate

EducationMatters, through its fundraising, and in alignment with the Calgary Board of Education's Education Plan, provides financial grants, scholarships and awards to improve access to learning opportunities, advance equity, and remove barriers to learning for students.

## The Role: Executive Director

Reporting to the Board of Governors, the Executive Director will serve as the public face of the organization, building internal and external relationships to inspire and secure philanthropy, creating and sustaining strong support in the community for the Mission, Vision and Values of EducationMatters. The Executive Director will be responsible for establishing and implementing a strategic plan and leading a fundraising program to drive the organization forward. They will build a collaborative and collegial relationship with the CBE ensuring alignment of the EducationMatters priorities with those of the CBE.



Responsibilities of the Executive Director include:

### **Strategic Leadership and Management**

- In collaboration with the Board, set the organization’s strategy, lead the execution of the strategy, monitor and evaluate the impact being made by the organization in the community
- Provide general oversight of all activities, manage the day-to-day operations for a smooth functioning, efficient organization
- Provide financial oversight, ensure financial health of the organization through sound financial management including planning, budgeting, forecasting, monitoring, and reporting.
- Lead the work of a small and dynamic team; create and sustain a positive work environment that attracts and retains high performing team members
- Provide inspirational leadership, coaching and mentoring and ongoing empowerment to a dedicated team of professionals to achieve the organization’s goals
- Stay informed on trends and developments in education, not-for-profit management and governance, philanthropy and fund development

### **Fundraising and Development**

- Position EducationMatters as a leading fundraising organization dedicated to raising funds to support the priorities of the CBE
- Design and implement both short and long-term funding strategies and tactics to support the mission of the organization
- Build a strong communications, marketing and branding strategy to support the fundraising goals of the organization

### **Community Relations**

- Be visible in the community as a leader, serving as chief spokesperson for EducationMatters and representing the organization as a strong advocate
- Actively engage with donors, partners and the community to increase awareness of EducationMatters and develop key relationships with influential community leaders
- Identify opportunities for collaboration and engagement that advance EducationMatters’ mission and priorities
- Develop and build partnerships and alliances with other related non-profits, foundations, associations, institutes, boards, etc., to support achievement of EducationMatters goals and objectives

### **Governance and Board Engagement**

- Support the Board in fulfilling its governance function, including organizing regular Board meetings, committee meetings, special meetings and annual retreats
- Attend Board and committee meetings, and deliver Executive Director reports
- Provide financial and other reports to the Board and communicate any deficiencies or concerns
- Identify current and emerging issues for Board consideration and engage in transparent communication and discussion on these issues

### **The Person**

- A university degree or equivalent experience in fundraising and business management. Certified Fund Raising Executive (CFRE) designation would be considered an asset but is not essential.
- Commitment and alignment with EducationMatters' mission, vision and values.
- Demonstrated senior fundraising experience in a non-profit or similar organization.
- Executive leadership experience with a track record of managing, developing, and leading teams.
- Experience working with Boards and supporting effective governance practices.
- Strong financial management skills with a track record of successfully developing, implementing and monitoring strategic and operational plans and the oversight of annual budgets.
- Strong political acumen and social awareness.
- Skilled at identifying and building relationships with partners, funders and community members.
- Strong change management skills and demonstrated ability to work effectively in building a culture of collaboration and teamwork.
- Expert relationship builder who develops and nurtures trusting and collaborative relationships.
- Proven ability to influence outcomes and achieve results through team leadership and collaborative effective working relationships with internal and external groups.
- Excellent verbal, interpersonal and written communication, including strong public speaking skills with the ability to skillfully articulate the organization's vision and impact with passion.

## Location: Calgary, AB

In the spirit of reconciliation, recognizing and thanking our Indigenous friends and neighbours, we honour their history and build the conditions for respect for all peoples. EducationMatters board, staff, and volunteers acknowledge that the land on which we gather is the traditional Treaty 7 territory of the Blackfoot Nations, which include the Siksika, the Piikani, and the Kainai. We also acknowledge the Tsuut'ina and Stoney Nakoda First Nations (including the Chiniki, Bearspaw, and Wesley First Nations). The City of Calgary is also home to Métis Nation of Alberta-Districts 5 and 6. We acknowledge the many First Nations, Métis, and Inuit who have cared for these lands for generations.

## Express Your Enthusiasm

Email a convincing cover letter and tailored resume to **Shalini Bhatt**y or **Chelsey Howarth** at [calgary@leadersinternational.com](mailto:calgary@leadersinternational.com) indicating the job title in the subject line of the email.

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