



**YMCA-YWCA  
of Winnipeg**

*Building healthy communities*

**President & CEO**

**Community Leadership Opportunity**

The YMCA-YWCA is a charity committed to building healthy communities and nurturing the potential of children, teens, and young adults, promoting healthy living and fostering social responsibility. Its broad range of programs include aquatics, camps, childcare, community initiatives, education and training, employment services, health and fitness, health management and youth leadership. YMCA-YWCA of Winnipeg is building a safe, connected community where people are welcomed, accepted, healthy and inspired. In 36 locations offering a variety of programming in the greater Winnipeg area. <http://www.ywinnipeg.ca>

## The Opportunity

Under the direction of the Board of Directors, the CEO provides executive leadership to the YMCA-YWCA of Winnipeg and, in partnership with the Board of Directors, is responsible for its strategic direction and success. The CEO leads the YMCA-YWCA toward achieving its vision and core purpose, including overseeing its financial stability, community and philanthropic relations, human resources, development, and operations.

## Key Responsibilities

- Oversee the efficient, effective operation of the organization, providing direct oversight for Finance, Administration and Risk Management, Marketing and Communications, Community Programs, Health, Fitness, Aquatics, Camping, Human Resources, and Strategic Initiatives.
- Maintain the fiscal integrity of the Association, submitting annual budgets and monthly reports to the board, ensuring optimal resource utilization, in compliance with all legislation.
- Foster a work environment for all staff that is positive, healthy, safe, open, transparent, inclusive, and equitable.
- Together with the Board Chair and members of the Board of Directors, ensure effective governance structures and practices.
- Implement the Canadian YMCA and YWCA's strategic plans, including fulfilling Federation responsibilities.
- Identify alternative funding streams and additional sources of revenue to support the long-term financial sustainability.
- Provide philanthropic leadership by maximizing community partnerships, cultivating and soliciting major donors.
- Ensure feasibility assessments for all sites from which services are provided and identify potential areas of risk involving financial viability, functional effectiveness, quality assurance or operational efficiency and identify mitigation strategies.
- Maintain and enhance the Association's image and reputation by communicating the YMCA-YWCA story to different audiences including members, volunteers, donors, the public and private sectors, and the broader community.
- Establish effective working relationships and collaborations with community groups, funders, politicians, and other organizations.
- In addition to the Chair of the Board, act as a spokesperson for the organization.

## Selection Criteria

- University degree in a relevant field.
- Minimum of 7-10 years in a multi-faceted senior leadership role including experience in a large public or private sector organization or in a complex not-for-profit or charitable sector enterprise.
- Experience working with a Board of Directors or being a member of a Board of Directors, including policy governance experience with clear understanding of Board policy and strategic roles distinct from operational accountabilities.
- Solid understanding of fundraising and philanthropy.
- Influential advocate with a working knowledge of government advocacy procedures and policies.
- Highly skilled and poised communicator; able to communicate effectively in a wide range of arenas and with the media.
- Strong business acumen, financial acumen, planning, organizational and administrative skills.
- Comfortable incorporating technology into day-to-day activities.
- Exceptional communicator with superior people leadership skills.
- Capable of sustaining a respectful and productive work environment that inspires teamwork and positive results.
- A servant leader who embodies the YMCA-YWCA's core values and embraces and promotes diversity and inclusion.

For additional information contact Barbara Axworthy quoting project #40122 at [Barbara@harrisleadership.com](mailto:Barbara@harrisleadership.com).  
To apply in confidence, please send Barbara a resume and cover letter addressing how you meet the above qualifications.