



**WILLOW BREAST CANCER SUPPORT CANADA**  
**Executive Director**

**THE ORGANIZATION**

*Support today for those who cannot wait for tomorrow's cure.*

Since 1994, Willow Breast Cancer Support Canada (Willow) has provided free support and critical information to anyone affected by breast cancer. Recognized as the preeminent source for support when dealing with breast cancer in Canada, Willow has a presence from coast to coast.

Willow's programs and services include: **Peer Support** to connect people with trained breast cancer survivors; **Information Services** which shares current and credible information on all aspects of breast cancer; **Community Support Programs** with trained volunteers who provide community-based support groups; **In Our Genes Program** supports those affected by hereditary breast or ovarian cancer; **Patient Education Series** with up-to-date booklets on a variety of topics related to breast health and breast cancer; **Translation** services for individuals wishing to speak in their language of choice during a support call.

Among their many exciting initiatives, "Every Penny Counts" is a national campaign sponsored by Avon and Scotiabank to collect over 125 million pennies by October 2011. This exciting program has the potential of changing the very face of the organization and ultimately expanding their much needed services to the Canadian population.

**THE OPPORTUNITY**

**Create and execute a national vision.**

**Capitalize on the Avon/Scotiabank campaign to grow the organization.**  
**Be part of a highly committed & passionate team of staff and volunteers.**

## **THE POSITION**

### *Position Mandate*

Reporting to the Board of Directors, the **Executive Director** is responsible for the vision and leadership of the organization, ensuring the strategic objectives of the organization are successfully met with the support of staff and key leadership volunteers.

### *Responsibilities:*

#### **Strategic Planning & Stakeholder Relations**

- Develop an operational plan with key deliverables based on the organization's current strategic plan;
- Build and nurture relationship with key stakeholders including corporate partners, donors, medical community, and the community at large;
- Develop strategic partnerships and collaborate with other healthcare organizations/professionals to deliver impeccable information and support;
- Provide ongoing support and counsel to Willow's Board of Directors.

#### **Organizational Leadership**

- Create a high performance, success oriented culture with a clear visions for the future;
- Serve as a spokesperson for the organization;
- Support the board with the development of a campaign cabinet;

#### **Programming & Operations**

- Spearhead the development of new and innovative programs that support the delivery of breast cancer support services on a national basis;
- Identify and develop programs for underserved markets; adapt to the changing needs of the marketplace;
- Develop a social media and internet strategy to further enhance the mission of the organization;
- Responsible for the overall financial management of the organization;

## **Fundraising, Marketing & Communications**

- Develop the foundation for a comprehensive fundraising program including annual giving, individual and major gift solicitation, corporate sponsorship, foundation and special events management;
- Work closely with the Board to develop funding opportunities and provide the support necessary to achieve the organization's fundraising objectives;
- Promote awareness of Willow's programs and services.

### ***Experience:***

- 7 to 10 years of leadership experience either managing a small to mid sized not for profit organization with a strong fundraising mandate or a fundraising leader with organizational development capabilities reporting to a senior volunteer leadership committee.
- Candidates outside the sector will be considered who possess strong leadership and selling/partnership skills and have experience in not for profit leadership roles;
- Experience setting organizational and fundraising strategies that have led to the successful growth of an organization;
- A track record developing fundraising programs with an emphasis on corporate giving and Foundation solicitation;
- Has either overseen or managed staff with experience developing service programs to meet the needs of a particular community of constituents;
- Ideally has reported to either a Board of Directors or an executive volunteer committee;
- Has successfully managed a team of staff, including Director/Manager level reports with operational responsibility.

### ***Skills:***

- An excellent and highly effective leader who empowers staff and volunteers to deliver high impact results;
- Ability to achieve results through effective project management, goal setting and strong communication and influencing skills;
- Superior relationship management skills; can build relationships with a large, diverse group of individuals;

- Strong written and verbal communication skills; ability to prepare and deliver compelling presentations to a variety of audiences in a number of mediums;
- Presents professionally and can work successfully with high profile business leaders;
- Possesses the ability to think strategically and capitalize on corporate opportunities that enhance the level of service delivery;
- The ability to manage the balance between an organization with big needs but limited resources; able to identify and execute on key priorities within an always growing list of community needs;
- Entrepreneurial – can see opportunities that exist that others might not see and knows how to calculate the risk of each new venture.

***Personal Characteristics:***

- Driven, passionate, tenacious, creative, compassionate, and business minded;
- Loves building organizations;
- Is a catalyst leader who inspires others to do and give their best.

***Education:***

- Post graduate degree preferred.

***Location:***

- Downtown Toronto.

**HOW TO APPLY**

If you meet the criteria above and are interested in applying for the position, please send your resume to [sandra@searchsmart.ca](mailto:sandra@searchsmart.ca) or call Sandra Paquette at 416-763-0404. We are actively recruiting for this position, so to ensure you are given due consideration for this opportunity, interested candidates should send their resumes as soon as possible.

To find out more about SearchSmart and our cost effective SEARCH & RESEARCH SOLUTIONS, visit our web site at [www.searchsmart.ca](http://www.searchsmart.ca)