



Job Posting – Executive Director

Closing Date: May 31st, 2020

Organization: We Matter

Work Location: Home-based (anywhere in Canada)

BACKGROUND:

We Matter is an Indigenous-led and youth-centered organization and registered charity dedicated to Indigenous youth support, hope and life promotion. Our mission is to communicate to Indigenous youth that they matter, and create spaces of support for those going through a hard time while fostering unity and resiliency.

Our founding project, the *We Matter Campaign*, is a national multi-media campaign in which Indigenous role models and allies from across Canada submit short videos, written and artistic messages sharing their own experiences of overcoming hardships, and communicating with Indigenous youth that no matter how hopeless life can feel, there is always a way forward.

We Matter operates nationally in Canada, with a small team spread across British Columbia, Saskatchewan and Ontario. Visit us at www.wemattercampaign.org.

JOB SUMMARY:

Since launching in October 2016, the We Matter Campaign has reached millions of people on social media, with continued social media reach and growth. The Campaign has received widespread support on both a national and community level for approaching Indigenous mental health and life promotion in a unique and extremely accessible way. We Matter's work as an Indigenous-led organization includes sharing messages of hope, culture, and strength; finding innovative ways of creating and distributing messaging into remote and northern areas; building a support network of youth and community leaders; and creating tools and resources on mental health, life promotion, hardship, hope, and healing for Indigenous youth, communities, teachers, and youth support workers. We believe Indigenous youth are healers and changemakers, and with the right support, capacity, and resources, can be the ones to inspire and uplift other Indigenous youth and their communities.

Reporting to the We Matter Board of Directors, the Executive Director is the key management leader of We Matter. The Executive Director is responsible for overseeing the administration, operations, program management and development, and the strategic vision of the organization. Other key duties include fundraising, marketing, public relations, national and community outreach, networking, and knowledge sharing.

SCHEDULE “A” DESCRIPTION OF DUTIES

PRIMARY RESPONSIBILITIES:

#1: Organization Mission & Strategy:

The Executive Director is responsible for overseeing the general direction of We Matter, working with the board and staff to ensure that the mission is fulfilled through programs, strategic planning, and national and community outreach.

- Establish employment and administrative policies, processes and procedures for all functions and for the day-to-day operation of the organization
- Serve as We Matter’s primary spokesperson to the organization’s stakeholders, the media, and the general public
- Responsible for the enhancement of We Matter’s image by being active and visible in the community and by working closely with other professional, service, and governmental organizations
- Establish and maintain relationships with various organizations regionally and nationally and utilize those relationships to strategically enhance We Matter’s mission
- Report to and work closely with the Board of Directors to seek their involvement in strategic decisions, fundraising, and the ongoing operations of the organization
- Supervise, oversee, and collaborate with organization staff
- Lead the strategic planning, direction, execution and implementation of all the organization’s operations
- Oversee promotion, networking, and other communications efforts
- Oversee and sustain the development, relations and maintenance with partners and collaborators (such as diverse communities, professionals, organizations, government, and organizational supports)
- Ensure We Matter staff and programs are operating wholistically, strengths-based, youth and community-centered, and trauma-informed
- Facilitate team building, planning, and relationship-strengthening in order to maintain healthy internal communications and dynamics
- Maintain the grassroots vision, innovativeness and voice of We Matter

#2: National Outreach & Program Development:

The Executive Director is responsible for directing the national outreach, program development and execution of We Matter operations across Canada and beyond, supporting Indigenous youth and people who work with Indigenous youth at various levels:

- Manage networks and supports across various regions
- Co-develop, manage and oversee all of We Matter’s national programs and initiatives, including the We Matter Campaign, Resource Development and Outreach, National Ambassadors of Hope program, Mini-Grant program, and Youth & Community Engagement
- Deliver and facilitate workshops and presentations nationally and beyond
- Facilitate regional, national, and cross-national resource and knowledge sharing

- Oversee planning, organization and implementation of regional and national #HopeForum gatherings
- Advocate for Indigenous youth and wholistic mental health and life promotion at local, regional and national levels
- Oversee various outreach tools, project promotion, and program communications
- Ensure delivery of effective and appropriate resources and materials for youth, youth supports and communities centred around Indigenous youth empowerment, hope and life promotion
- Co-develop sub-campaigns, materials, and content for gatherings, workshops, website and social media, and other outreach initiatives and external networks
- Collaborate, consult, and manage partnerships with various stakeholders, individuals, communities, and organizations
- Research and ensure implementation of Indigenous mental health and life promotion, and Indigenous youth engagement best practices
- Lead organization-wide and program-specific information and data management, reporting, and evaluation
- Ensure the safety and integrity of We Matter's programs, including oversight of youth ambassadors, projects, and engagements

#3: Administration and Organization Management:

The Executive Director is responsible for overseeing and guiding the ongoing operations of We Matter and its team:

- Responsible, effective administration of We Matter's operations
- Responsible for the hiring and retention of competent, suitable staff
- Management and supervision of We Matter's national and remotely working team of staff
- Responsible for signing authority on behalf of the organization
- Manage and respond to high level inquiries and requests
- Oversee the organization's information and data management, security and privacy
- Coordinate national and regional program and team logistics
- Write grant and funding applications, and oversee fundraising efforts
- Oversee the planning and operation of annual budgets
- Work closely with the *National Operations & Outreach Manager* on financial management, reporting, audits, and payroll
- Lead and implement effective knowledge reflection, evaluation and impact tracking of all organization's programs from an Indigenous approach
- Lead organization and program reporting including annual and grant-specific impact reports
- Develop the three-year strategic plan for board's approval

MINIMUM QUALIFICATIONS (must have, required):**EDUCATION/TRAINING/CERTIFICATION:**

- Undergraduate or Masters Degree from a relevant social work, social services, leadership/ organization management, or community and youth development program
- Trained or certified in group leadership; team management; or facilitation
- Trained or certified in trauma-informed practice, suicide prevention skills and mental health first aid
- At least 3 years experience with organization and team management

EXPERIENCE:

- Experience managing online platforms, communications, and social media
- Experience with communications in particular to working with Indigenous youth, communities, and groups
- Experience working and collaborating with diverse youth, identities, groups, and remote communities
- Experience managing and relationship-building with various people and networks
- Experience working with mental health, suicide/life promotion, and crisis planning
- Experience with advocacy
- Experienced with public speaking, presentation, and facilitation
- Experienced with youth engagement and leadership
- Experienced with program/project development and coordination
- Experienced with administration, information, and finance management

SKILLS/KNOWLEDGE:

- Strong knowledge of We Matter, it's story, vision, and messaging
- Strong knowledge of colonial and trauma-informed work and practice
- Strong knowledge of the historical and present contexts and experiences of First Nations, Métis and Inuit youth and communities across Canada
- Strong knowledge of decolonial practice and work, and Indigenous knowledge/teachings
- Strong mental health and life promotion literacy
- Knowledge of harm-reduction approaches
- Knowledge of mental health, policy, and government systems
- Skilled in conflict resolution and collaborative problem-solving
- Skilled with Microsoft Office applications (Word, Excel, etc.) and other team and information management platforms (such as Slack, Google, DropBox)
- Excellent grammar and copy-editing skills
- Excellent verbal communication and relationship building skills
- Active listening and delegation skills
- Strong visioning and planning skills
- Working knowledge of website and social media platforms

COMPETENCIES/PERSONAL ATTRIBUTES:

- Strong interpersonal skills with the ability to communicate effectively with various youth, individuals, groups, and organizations
- Ability to relate to Indigenous young people and communities
- Ability to think and operate within an Indigenous lens and worldview
- Inclusive understanding of ability and gender diverse youth
- Strong knack for youth-oriented, fresh, and innovative thinking
- Ability to facilitate and foster a decolonized and collaborative work environment
- Ability to communicate and facilitate complex and sensitive topics and discussions
- Strong ability to critically think, analyze, and evaluate
- Excellent organizational skills and very detail-oriented
- Open minded, action and dialogue-oriented
- Ability to adapt to various contexts and challenges
- Strong ability to communicate from a place of openness, understanding, respect, and compassion
- Ability to facilitate and manage a remotely working team
- Flexible, collaboration and team-centered approach
- Ability to utilize and communicate with accessible, youth friendly, and cross-cultural language
- Ability to travel and remain highly accessible

Salary: \$56,000 full-time (or determined based on experience)

Employment Start Date: Summer 2020 (flexible start date)

Considerations:

- This position is suited for a self-identified Indigenous (First Nation, Métis, Inuit) person
- The candidate must be comfortable working independently and remotely from home
- This position will require flexibility for frequent national and international travel
- The candidate will require access to a laptop/computer with Microsoft Office, Dropbox, Google Drive, Slack, and Zoom video conferencing capabilities
- The successful candidate will need to be available and flexible for a slow and supported transition process into the role and organization, alongside the current Executive Director and National Operations Manager

HOW TO APPLY:

If you are interested in applying for this position, please send a detailed resume and cover letter (no shorter than 1 page) to: tunchai@wemattercampaign.org and include “Executive Director” and your name in the subject line. Please indicate your location of residence, self-identification, and earliest available start-date in the cover letter.

Please note that applicants may be required to provide additional or outstanding information as needed after submitting an application, before the interview round. Applicants will need to be available for a 1.5 - 2 hour long video interview. Applicants will be reviewed, interviewed, and selected by members of We Matter’s Board of Directors, the current ED, and the National

Operations Manager.

If you should have any questions, or would like to express interest prior to submitting an application, please e-mail tunchai@wemattercampaign.org to setup a call.

We Matter is an Indigenous and youth-centered organization, working with individuals with a number of sensitive lived experiences. Our recruitment and selection procedures reflect our commitment to the safety and sensitivity of our messaging and mission. **The successful candidate will be required to provide a satisfactory police record check as a condition of employment.**

To learn more about who we are and what we do, please visit our website at www.wemattercampaign.org and find us on Facebook at 'We Matter Campaign'.