

Executive Director

Victoria Lifeline

Reports to: Board of Directors
Date: April 2025



About Victoria Lifeline

Victoria Lifeline (VLL) is a province-wide service that has been helping Manitobans lead safe and independent lives since 1988. Through a wide-range of medical alert devices, both clients and their families feel more confident and secure knowing that clients can access emergency, life-saving assistance when they need it the most. Victoria Lifeline cares deeply about the community and the clients they serve, respecting a person's right to age with dignity and autonomy.

In 2023, VLL transformed their operating structure and now operates as an independent non-profit, with a Board of Directors appointed by the members of the Victoria Hospital Foundation (VHF). They remain in partnership with Victoria Hospital Foundation, and profits are reinvested to advance healthcare. The organizations share common processes and controls, particularly in regard to financial reporting and audit. The CEO of Victoria Hospital Foundation is a member of the Victoria Lifeline Board of Directors.

MISSION

We are deeply committed to providing Manitobans with access to products and services that support independent living while engaging a network of partners.

VISION

To create a connected care model that allows individuals to live their lives with as much independence as possible.

GUIDING PRINCIPLES

Client-Focused: We put our clients' needs first and do what is right.

Teamwork: Together we collaborate with our partners to identify needs, establish shared goals and achieve milestones.

Trust and Integrity: We maintain confidentiality and act with compassion.

Equity: We are committed to equitable access for our clients, staff and partners while striving to identify and eliminate barriers to service and opportunity.

Innovation: Where emerging needs require new solutions, we will develop partnerships and implement solutions.



About the Executive Director Position

Reporting directly to the Victoria Lifeline (VLL) Board of Directors, the Executive Director is responsible for implementing the strategic plans and goals of the Board of Directors and is responsible for all aspects of the organization, direction and management of VLL. The Executive Director will guide the development of strategic and operational plans, and all elements of day-to-day operations of the organization. As the most senior staff position within the organization, the Executive Director is responsible for the strategic leadership of the organization to ensure its future relevance, credibility, and viability.

The Executive Director ensures the delivery of high-quality services. The Executive Director is tasked with developing and implementing strategic plans to promote organizational growth and sustainability. Key responsibilities include financial management, where the Executive Director ensures fiscal responsibility and transparency, and community engagement, which involves fostering relationships with clients, partners, donors, and other stakeholders.

This position requires a seasoned leader with a background in non-profit management, possessing strong skills in strategic planning, business development, sales, financial oversight, and community relations. The Executive Director must be innovative, committed to the mission of Victoria Lifeline, and capable of inspiring and guiding the team towards achieving the organization's objectives.

Victoria Lifeline has a strong and unique partnership with Victoria Hospital Foundation. The Executive Director works closely with the CEO of VHF to align financial and strategic goals and ensure cohesive leadership across both organizations.

Leadership Accountabilities

Accountability 1: People Leadership

- Provides the organization with the vision and leadership to carry out its mission.
- Motivate and inspire staff and volunteers to deliver services aligned with Victoria Lifeline's, and the Victoria Hospital Foundation's, mission, strategy, goals, and objectives.
- Work collaboratively with the VLL Board of Directors to provide guidance and perspective to the development and execution of the strategic plan, mission, vision, and values of VLL.
- Engage in community development, with a focus on collaboration with relevant health authorities, agencies, and organizations.
- Bring fresh and entrepreneurial vision and ideas to the organization to increase both business and mission impact.
- Ensures the development, implementation and maintenance of an effective organizational structure.
- Provides leadership to the senior management team, including delegating authority, coordinating, monitoring and evaluating all activities, mentoring and coaching.
- Develops and sustains a high-performance culture and environment where multiple perspectives are sought, appropriate risks are encouraged, and all employees are committed to the mission.



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- Establishes strong human resource practices that ensure highly qualified staff are recruited and retained, performance expectations are clearly defined, and workforce development and succession management are effectively implemented.

Accountability 2: Strategic Operational Planning and Management

- Develop and execute a Business Plan based on the Strategic Plan that includes performance measurements, articulates social impact, fiscal integrity, risk assessment, and provides clear reporting to key stakeholders and the VLL Board of Directors.
- Ensure the efficient and effective day-to-day operations of the organization.
- Develop, direct, and maintain policies, procedures, standards and practices in compliance with laws and contractual obligations.
- Guides and integrates efforts to realign all business processes and reinforce organizational structure to ensure the effectiveness of products and initiatives by focusing energies and operations to achieve agreed upon objectives.
- Translates the strategic and departmental plans into operational objectives for all employees and appropriate stakeholders.

Accountability 3: Public Relations, Community Engagement and Collaboration

- Build strong, collaborative working relationships with internal and external stakeholders – employees, Board members, partners, related provincial agencies/entities and other organizations to help achieve the goals of the organization.
- Accountable for ensuring the development and execution of a communications and marketing plan for the organization.
- Ensures the establishment of multi-faceted marketing and communication strategies to engage internal and external stakeholders in the work of VLL and demonstrates how their contribution impacts the lives of the community.

Accountability 4: Human Resource Planning and Management

- Oversees the Human Resources functions at VLL, including orientation, payroll, benefits, employee, and labour relations practices.
- Ensures policies and operational procedures are compliant with legislative requirements, and using Human Resources 'best practices' in creating a supportive and equitable workplace.
- Supports management to recruit, interview, and select well-qualified staff.
- Provides performance management, visioning, leadership, and strategic direction for management staff.
- Guides, motivates and participates in the training, professional development, and evaluation of direct reports.
- Ensures that team members are invested in team activities and decisions, and that the team works together to achieve organizational goals.



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Accountability 5: Revenue Development, Financial Planning and Management

- Responsible for the overall direction, management and evaluation of all areas related to finance at VLL. This includes developing, implementing, controlling, and maintaining systems and services, financial reporting and analytics, and development of policies and procedures to improve financial management and other business processes.
- The Executive Director of VLL is responsible for the oversight of all financial and management accounting operations including annual budget preparation, preparation and reporting of monthly and annual financial statements, as well as assisting the CEO and CFO of VHF with information required for reporting to the Finance Committee and both Boards of Directors.
- Accountable for the fiscal integrity of the organization, while ensuring that budgets, financial plans, and a revenue growth strategy are in place, executed and monitored with contingency plans developed as needed.
- Develop and execute key growth strategies, tactics, and action plans to meet VLL's customer acquisition and revenue growth objectives.
- Accountable for achieving sales targets and identifying threats and opportunities for growth.
- Oversee and support the planning, implementation, and evaluation of all sales activities.
- Cultivate and maintain strong, effective business relationships with executive decision makers in key accounts.

Accountability 6: Board Governance

- Ensure the development of management documents necessary for VLL to achieve its strategy and objectives, and recommend policies and other management documents to the Board as appropriate for approval.
- Work in close collaboration with the Chair of the Board to:
 - Bring decisions to be made by the Board and Board committees and other matters of importance to the Board's and Board committees' attention in a timely manner,
 - Draft Board and Board committee agendas and provide timely and relevant information to the Board and committees so as to enable the Board and Board committees to effectively discharge their obligations; and
 - Ensure, in collaboration with the Board chair, there is an effective relationship between management and the members of the Board.
- Lead the Implementation of the policies and strategy set by the Board.
- Is the official link between the Board and the employees of the organization, ensures effective formal communication and the appropriate sharing of information between the Board and the organization's employees.
- Performs other duties related to the qualifications and requirements of the job.

Education, Experience and Competency Requirements

The ideal candidate is a strong relationship builder and generalist with a minimum of five years of management experience, including sales, and in the non-profit sector and/or private enterprise. They should have experience working with non-profit boards of directors and possess strong volunteer management skills, both in communities and boards. The candidate must demonstrate the ability to build relationships with leaders in the voluntary, private, and government



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sectors. Additionally, they should have strong marketing and communications experience, be proficient in the use of technology as it pertains to business management, and have experience in sales and/or sales management.

Candidates should be high achievers with demonstrated comprehensive senior leadership capabilities. They must possess strong emotional intelligence, enabling them to connect with staff and stakeholders and foster a supportive and inclusive environment. As a strategic thinker, the candidate should be able to conceptualize and explain complex ideas. They should be results-driven with good planning, analytical, and organizational skills. Solid communication and presentation skills, both written and verbal, coupled with good listening skills, are essential. Proven leadership skills with a strong ability to achieve results through a consultative and inclusive approach to decision-making are required. The candidate should have good interpersonal skills and demonstrated capacity to work effectively with people from diverse backgrounds. A strong commitment to teamwork and the ability to mobilize people in joint efforts are crucial. Additionally, the candidate should be a strategic marketer.

Knowledge of key issues and trends that impact an aging population and/or health and social services is highly desirable. The candidate should also have knowledge of ethical, regulatory, and legal issues in the non-profit sector. Experience working or volunteering with a social enterprise is considered an asset.

Competencies Required

Visionary Leadership

- Establishes a shared vision and common goals and creates the environment where the organization can achieve them.
 - Has broad knowledge and perspectives, adopting a long-term view of organizational strengths, weaknesses, opportunities and risks in a changing operational environment.
 - Clearly articulates a practical vision for the future and a credible case for change / enhancement so as to influence and inspire others to work as part of a team toward that vision.
 - Promotes cooperation, collaboration and partnerships between individuals or groups both within and outside of VLL, ensuring everyone understands each others' roles, responsibilities and contributions.
 - Ensures a respectful, collaborative workplace.
 - Identifies critical financial and operational issues that will have an impact on the organization.
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Relationship and Collaboration Focused

- Relates well to all kinds of people; builds meaningful relationships with all.
 - Promotes dialogue, cooperation, collaboration and partnerships between individuals or groups both within VLL and beyond.
 - Is an attentive and active listener to stakeholders and authentically engages them in the work of the organization.
 - Understands and respects the role of governments, businesses, and community agencies and continually sees opportunities in how they might work together.
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- Is politically savvy and can maneuver through complex situations effectively and quietly; is a maze-bright person that can anticipate challenges and plan their approach accordingly.
 - Values and leverages the power of networks and influence.
 - Collaborates and works well with the CEO of the VHF.
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Integrity and Humility

- Keeps the greater good of VLL in mind at all times.
 - Makes principle-centered decisions.
 - Assumes responsibility, accountability and follows through when making commitments.
 - Demonstrates sincerity, honesty, respect, empathy and adherence to standards and values of VLL.
 - Maintains composure and perspective in difficult or volatile situations.
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Effective Oral, Written and Presentation Skills

- Defines the principles and framework of effective organizational communication.
 - Actively listens to messages being communicated by stakeholders.
 - Articulates complex ideas in a clear, understandable way.
 - Creates and conducts powerful presentations to small and large groups.
 - Develops well-constructed documents and reports.
 - Provides sound, credible and thorough information to the Board of Directors and ensures the Board is appropriately informed of issues.
 - Effectively facilitates meetings and discussions to assist participants in reaching shared decisions and fostering positive relationships.
 - Communicates clearly, concisely and effectively with a wide variety of audiences (both internally and externally) in small personal settings, group sessions and through the media.
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Decisiveness and Excellent Judgment

- Efficiently and effectively perceives and assesses situations.
 - Understands when decisions require input and when they do not.
 - Asks the right questions to get the information needed.
 - Draws sound conclusions and recommends changes in policies and practices as required.
 - Identifies the impacts and risks associated with decisions and takes appropriate risks.
 - Influences decisions that challenge the status quo and provoke growth and positive development in the organization.
 - Takes responsibility for difficult decisions.
 - Ensures the Board is appropriately informed of issues.
 - Defines decision-making model(s) / principles / criteria for others.
 - Utilizes objective, factual and valid information from a variety of sources to make informed decisions, understands the potential impacts, and keeps all relevant parties informed.
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Results Orientation

- Incorporates the needs of the Board and stakeholders when setting standards, corporate strategies and organizational direction.
- Sets goals and priorities that maximize the use of resources available to consistently deliver results based on Board direction and stakeholder expectations.
- Driven to meet a high standard of performance.
- Facilitates the implementation of strategies to achieve defined expectations and superior service delivery.
- Monitors progress towards a goal, anticipates problems and makes adjustments when necessary.
- Employs advanced quality / continuous improvement techniques and strategies to optimize systems and improve organizational effectiveness.



About Winnipeg

Winnipeg is located in Treaty One Territory, the home and traditional lands of the Anishinaabe (Ojibwe), Ininew (Cree), and Dakota peoples, and in the National Homeland of the Red River Métis. Our drinking water comes from Shoal Lake 40 First Nation, in Treaty Three Territory.

Winnipeg is the vibrant capital city of Manitoba and lies at the geographic heart of North America. "The Peg" is located in the fertile Red River Valley at the junction of the Red and Assiniboine Rivers. The city is named after the nearby Lake Winnipeg and comes from the Western Cree words for "muddy water" - "winipihk". The region is the traditional territory of the Anishinabe (Ojibway), Ininew (Cree), Oji-Cree, Dene, and Dakota, and is the birthplace of the Red River Métis Nation.



As of 2023, Winnipeg, the capital city of Manitoba, has a population of over 834,000 people and is steadily growing. It is the sixth largest city in Canada and the largest city in the province. Statistics Canada predicts that the population will approach 1 million by 2030.

One of the most economically and culturally diverse cities in Canada, Winnipeg is well known for its cultural achievement, flourishing arts scene, and welcoming spirit. We are a quirky, four-season city with something for everyone. Our location in the center of the continent makes for bright and sunny weather (sometimes windy too!), while the city is surrounded by prairie, forests, and hundreds of lakes – including Lake Winnipeg, the world's 11th-largest freshwater lake. We have so many tree-canopied neighbourhoods for you to call home, and a never-ending list of activities for you to enjoy. No matter what your interests are, Winnipeg's lifestyle is here for you.

A "City of Sunshine" we have the highest average number of sunlight hours in Canada with an average summer temperature of 25.4°C and an average winter temperature of -12.9°C.

Well known as a transportation hub and the "Gateway to the West", key industries in Winnipeg include aerospace, agribusiness, finance and insurance, health and biotechnology, information and communications, electric power and apparel and furniture manufacturing. Major employers include James Richardson and Sons, Investors Group, Canada Life, Palliser Furniture, Motor Coach Industries, New Flyer, Boeing, Standard Aero, Pollard Banknote and Bristol Aerospace.

Manitoba Museum

The Manitoba Museum's Indigenous Advisory Circle features members, academics and artists from the Dakota, Denesouline and Anishinaabekwe First Nations, along with Inuit elders and members of the Métis Nation. This Circle has been instrumental in bringing the Museum's exhibits into the 21st Century, guiding aspects like Treaty Interpretation, Truth and Reconciliation and the handling and display of important artifacts. To learn more of the area's Indigenous history, you'll find content in nearly every gallery, while notable exhibits include, We Are All Treaty People, the newly expanded and re-designed Prairies Gallery (which confronts Residential Schools and historic injustices on the land) and the iconic Welcome Gallery, which features a life-sized diorama of a Métis bison hunt.

CentrePort Canada

The development of an inland port which will be a hub of transportation activity that brings together road, rail and air cargo to



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a central location for re-distribution with the intent of facilitating international trade and distribution and creating value-added services as goods move through the supply chain. Winnipeg's proximity to the geographic centre of North America and 20,000 acres of land around the airport will be capitalized on to expand Winnipeg's position as one of North America's most important trading centres.

Assiniboine Park & Zoo

Winnipeg's premier green space is already visited by millions of people annually and already boasts the Leo Mol Sculpture Garden, the Assiniboine Park Zoo, and the Lyric Theater at which free concerts play throughout the summer season. With the establishment of the Assiniboine Park Conservancy, a private not-for-profit corporation dedicated to improving its infrastructure and services, the park and zoo have expanded into a world-class floral, zoological, artistic, and activity-based attraction to deliver internationally renowned entertainment and recreation options. The Journey to Churchill exhibit has been recognized as the most



comprehensive northern species exhibit of its kind. Recently opened to the public, The Leaf is a spectacular indoor horticultural attraction that showcases four distinct biomes; the Hartley and Heather Richardson Tropical Biome, Mediterranean Biome, Babs Asper Display House, and the Shirley Richardson Butterfly Garden. The outdoor Gardens at The Leaf offers six diverse gardens spread through 30 acres of greenspace. The Indigenous Peoples Garden is a gathering place that celebrates Indigenous cultures and their deep philosophical understanding and respect for nature.

The Canadian Museum for Human Rights

Located in the heart of downtown Winnipeg, the Canadian Museum for Human Rights, Canada's first federal museum located outside Ottawa, is housed in an iconic building and will be a national and international destination and a centre of learning where Canadians and people from around the world can engage in discussion and commit to taking action against hate and oppression. Opened in 2014, it enhances the public understanding of human rights, promotes respect for others, and further cements Canada's reputation for championing human rights issues from right here in Winnipeg.



SHED

CentreVenture Development Corporation's proposed Sport, Hospitality and Entertainment District (SHED) development plan for downtown Winnipeg includes an outdoor public square, two new mixed commercial developments, and additional parking facilities in addition to plans for expanded retail development and expansion of Winnipeg's sheltered skywalk system.

True North Square

An iconic mixed-use development in the heart of Winnipeg's burgeoning downtown. True North Square is more than a collection of buildings – it is a living entity ready to accommodate a dynamic Winnipeg community, drawing in and capitalizing



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on the synergies between working, living, socializing, and gathering all in one central location. When complete, True North Square will feature four towers spanning over one million square feet of Class A office, residential, retail, hotel and public space.

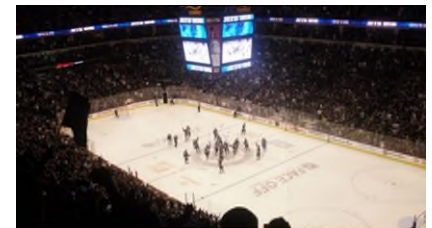
Princess Auto Stadium

Home of the Winnipeg Blue Bombers and the Manitoba Bisons, Princess Auto Stadium is a world-class athletic and recreation venue constructed near the University of Manitoba. The facility includes a new stadium with over 33,000 seats and 40 private suites with additional hospitality areas and a new fitness centre. Valour FC is a Canadian professional soccer club in Winnipeg which competes in the Canadian Premier League and plays their home matches at Princess Auto Stadium.



Professional Sports

Adding to the excitement of three professional sports teams, the Winnipeg Blue Bombers, the Winnipeg Goldeyes, and the Winnipeg Sea Bears, True North Sports and Entertainment brought us back our beloved Winnipeg Jets in the 2011/12 season.



Canada Life Centre

Home of the Winnipeg Jets and Winnipeg Sea Bears is Canada Life Centre, an indoor sports arena and entertainment venue in downtown Winnipeg. This facility can host a variety of premier sports, music and entertainment events and is designed to ensure the ultimate fan experience.

James Richardson International Airport

The \$585 million transformation of Winnipeg's airport including the construction of a new terminal, access road, parkade and an additional hotel means Winnipeg's ever-increasing passenger and cargo traffic levels will continue to be managed safely and efficiently. With expanded retail services reflective of Winnipeg, the ability to accommodate more and larger international flights, the opening of a new bus terminal, and the relocation of the Canada Post plant nearby, Winnipeg's airport is literally positioned to become one of the busiest in Canada.

With over 935 parks, 24 golf courses, 50 indoor arenas and curling rinks, 40 galleries, 50 theatres and performance venues, and 20 libraries we believe in community, recreation and fun. Some of the top attractions in Winnipeg include:

The Assiniboine River Walk

A lighted pathway that lies on the north shore of the Assiniboine River from the Forks to the Legislative Grounds.

The Manitoba Centennial Centre

Home to Canada's Royal Winnipeg Ballet, the Manitoba Opera and the Winnipeg Symphony Orchestra, located in downtown Winnipeg includes the Concert Hall and Planetarium and the Manitoba Museum.

Rainbow Stage

Located at Kildonan Park offers fun, superb, award-winning performances of popular Broadway hits in a covered outdoor setting.

The Royal Manitoba Theatre Centre

Canada's first English-speaking regional theater and a model for regional theatres throughout North America; presents over 250 performances annually for more than 150,000 theatre lovers.



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Fort Whyte Centre for Environmental Education

Fort Whyte is a wild oasis offering forests; self-guided trails, an interpretive centre and a freshwater aquarium.

We enjoy numerous unique festivals in our community including the Red River Exhibition with Manitoba's largest midway and a wide variety of family entertainment. Folklorama is the largest multicultural event in the world of its kind, held throughout the city for two consecutive weeks during the summer months. The Winnipeg Fringe Theatre Festival is the second-largest fringe festival in North America. The annual Winnipeg Folk Festival is internationally renowned, 40 years old and running strong. The Festival du Voyageur is one of North America's longest-running winter festivals. These along with numerous others including the Winnipeg International Children's Festival, and the Winnipeg Jazz Festival, which hosts some of the finest Jazz Musicians from around the world and converges at the Winnipeg Art Gallery (Canada's oldest public Art Gallery,) help ensure that our unique contemporary culture grows and thrives.



Our musical roots are strong and deep as well. Since its founding in 1948, the Winnipeg Symphony Orchestra has been a pillar in the Canadian music scene, including the Winnipeg New Music Festival which features international and local artists who delight thousands of attendees each year. The Manitoba Chamber Orchestra has been offering an accessible, eclectic repertoire for over 50 years. The Manitoba Opera has also celebrated over 50 years of "changing people's lives through the glory of" professional opera. With over a century of experience, the Winnipeg Philharmonic Choir is Western Canada's longest-established adult choral group with a well-earned reputation for excellence.

There is no shortage of entertainment options and we have a sophisticated and open cultural scene. Canada's crossroads are easy to get to by land, rail or air; but difficult to leave.

For more information on Winnipeg please visit <https://www.travelmanitoba.com>, www.winnipeg.ca, www.economicdevelopmentwinnipeg.com, www.winnipeg inland port.ca, and www.centreventre.com.