

Position Profile

PRESIDENT

Reports to: Board of Directors

Date: September 2020

ABOUT MOTOR DEALERS' ASSOCIATION OF ALBERTA

The Motor Dealers' Association of Alberta (MDA) is a not-for-profit, industry trade association that strives to serve the collective interest of all its members and promote positive relationships with government, industry, consumers and media, by offering education, programs, services and advocacy . Over 90% of Alberta's franchised new vehicle and heavy truck dealerships are MDA members.

The Motor Dealers' Association of Alberta works closely with industry partners to achieve its goals and objectives and promote and support its member dealers and the industry in Alberta. These include the Alberta Motor Vehicle Industry Council, the Canadian Automobile Dealers Association and the Alberta Recycling Management Authority. The MDA also collaborates with regional associations such as the Calgary Motor Dealers Association, the Edmonton Motor Dealers Association, the Medicine Hat Motor Dealers Association, the Red Deer Motor Dealers Association, the Grand Prairie Automobile Dealers Association and the Lethbridge Automobile Dealers Association.

The Motor Dealers' Association of Alberta supports growth and development of the industry through its MDA Education Foundation, by communicating job opportunities, through partnerships with post -secondary educational institutions such as SAIT and NAIT and by delivering and/or promoting relevant and current training sessions and workshops.

The MDA is governed by a Board of Directors comprised of member representatives from across the Province of Alberta.,

ABOUT THE PRESIDENT POSITION

The President will provide visionary leadership by working closely with the governing Board of Directors, an engaged membership and partners to identify the issues and opportunities impacting the industry and their members in Alberta, developing strategies and solutions to address them and effectively advocating for the success and growth of the industry.

The successful candidate for this position will ensure the association demonstrates the value of membership by engaging members and stakeholders in discussion and dialogue to thoroughly understand the environment, needs and major issues, and by providing services and advocating and influencing policies and systems in the best interests of its members. The candidate will develop and nurture positive working relationships with government, members, partner organizations, potential members and consumers as well as the general public. They will effectively lead the organization through strong financial and communications management.

Candidates inspired by the opportunity to lead a highly respected and influential organization and have the leadership ability to create the environment conducive to excellence and results achievement will want to explore this rare opportunity.

LEADERSHIP ACCOUNTABILITIES

Accountability 1: Strategy and Position Development

- Develop and implement processes and practices through research, discussion and decision-making to ensure MDA is current about external environmental changes that may impact automotive dealers in Alberta
- Develop and implement processes and practices to ensure a current and accurate awareness of initiatives, events, actions and developments that may affect automotive dealers in Alberta and must be considered in relation to MDA's positions
- Provide leadership in formulating the vision, direction, goals and objectives of the organization and ensure they are aligned with the expectations of the membership
- Define and articulate clear positions on issues affecting the industry in Alberta and mobilize to positively influence policies and practices based on these positions
- Create strategies to position the organization 10 to 15 years in the future by anticipating and acting on trends
- Translate the strategies into specific actions and communicate for widespread understanding to all stakeholders

Accountability 2: Member Retention and Engagement

- Maintain an in-depth understanding and knowledge of the automotive dealer industry in Alberta to identify potential and developing needs of members
- Engage existing members in discussions and dialogue to identify positions and expectations and effectively manage these expectations based on the values of the organization
- Develop programs, services and projects to directly address the expressed need of its members
- Communicate the activities, actions and results of MDA to ensure the membership is informed and appreciates the value of membership
- Establish informal and formal processes to quantitatively and qualitatively identify member feedback and perspective about the association and its value
- Foster active engagement of its members by encouraging participation in various committees and programs

Accountability 3: Advocacy, Stakeholder Relationship Management and Public Relations

- Develop and sustain effective relationships with government, industry stakeholders, partner organizations, automotive dealers and consumers, ensuring positive two-way sharing of information and ideas
- Establish rapport to enable effective persuasion and influence of government policy on issues which impact automotive dealers
- Regularly meet and work with automotive dealers throughout Alberta to understand their needs and challenges to develop and implement strategies, programs and services to address the issues.
- Advocate for automotive dealers and negotiate with industry regulators such as AMVIC to ensure automotive dealers' interests are heard and considered
- Execute lobbying strategies and represent members before government legislature and industry regulators
- Plan conferences, networking events and meetings to facilitate stakeholder interaction

- Represent automotive dealers and negotiate with industry regulators such as AMVIC so automotive dealers' interests are heard and considered
- Establish multi-faceted communication strategies and channels to ensure internal and external stakeholders, including the general public, are aware of the mandate of MDA and its work
- Develop effective partnerships with other relevant industry associations to assist in achieving common goals
- Develop and deliver powerful and informative presentations about MDA and its work
- Promote the MDA Education Foundation throughout the province.
- Represent MDA at official and/or community functions

Accountability 4: Board of Directors Support

- Advise and assist the Board of Directors in the development of policies, strategic goals and objectives, programs, services and new initiatives in response to identified needs as well as provide current information about a changing environmental landscape
- Ensure formal written documentation including reports, background information and briefing materials are prepared and presented to the Board of Directors as required to support decisions and the development of policy and direction as well as to ensure the Board is appropriately informed of progress
- Implement the by-laws, policies and strategy set by the Board

Accountability 5: Financial, Operational and Organizational Leadership

- Establish a sustainable funding model for the organization aligned with its vision and strategic goals
- Implement strong budgeting, accounting, reporting and forecasting processes
- Establish processes and procedures to collect and analyze relevant data and information to inform decision-making regarding finances, policy, program and service delivery initiatives
- Assume overall accountability for operating budgets and financial reporting
- Create and conduct revenue generating events to support programming and services
- Monitor the performance of the organization to ensure adherence to Board direction, established budgets, program and service goals, objectives and mandates, and performance expectations
- Ensure regular reviews of performance against the goals of the organization are completed and provide clear monthly, quarterly, annual and ad hoc reports to the Board and the membership

THE EXPERIENCE AND COMPETENCY REQUIREMENTS

The President is responsible for ensuring the overall success of MDA and requires strong leadership skills and the ability to develop and maintain an environment aligned with the organization's key values. The Board of Directors and the membership will rely on the knowledge, skills and abilities of the individual in the role. Candidates must meet the experience requirements and be able to demonstrate several leadership and technical competencies.

The successful candidate for this position will have a relevant degree complemented by a minimum of 7-10 years executive experience, preferably in a member-based organization, or a similar combination of education and experience. They will have a strong understanding of the automotive industry in Alberta and a track record of working effectively with industry, political and administrative leaders to influence policy and decisions. The successful candidate will have excellent oral, written and presentation communication skills and extensive experience facilitating discussion and consultation using traditional and

innovative techniques to engage a wide audience. They will have strong negotiation skills using current and progressive approaches.

Competency Requirements

<p>INTEGRITY</p>	<ul style="list-style-type: none"> Keeps the greater good of MDA 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 MDA Maintains composure and perspective in difficult or volatile situations
<p>EFFECTIVE ORAL, WRITTEN AND PRESENTATION SKILLS</p>	<ul style="list-style-type: none"> Defines the principles and framework of effective organizational communication Actively listens to messages being communicated by stakeholders Articulates complex ideas in a clearly 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
<p>EXCELLENT JUDGMENT</p>	<ul style="list-style-type: none"> 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, understand the potential impacts, and keep all relevant parties informed Understands complex political situations and determines effective strategies to maximize opportunity and minimize risk
<p>POLITICAL ACUMEN</p>	<ul style="list-style-type: none"> Understands and respects the role of governments and associations and how they might work together Understands the culture and environment of government and translates that understanding to determine how this may impact MDA and its members Gains and effectively uses knowledge of formal and informal political, social and organizational structures and relationships to achieve positive change
<p>VISIONARY LEADERSHIP</p>	<ul style="list-style-type: none"> Has broad knowledge and perspectives

	<ul style="list-style-type: none"> • Establishes a shared vision and common goals and creates the environment where the organization can achieve them • Adopts a long-term view of organizational strengths, weaknesses, opportunities and risks in a changing operational environment • Clearly articulates a practical vision for the future, a credible case for change / enhancement and influences and inspires 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 MDA, ensuring everyone understands each other’s roles, responsibilities and contributions • Identifies critical issues that will have an impact on the organization
<p>RESULTS ORIENTATION</p>	<ul style="list-style-type: none"> • Incorporates the needs of members 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 • Monitors progress towards a goal, anticipates problems and makes adjustments when necessary
<p>FINANCIAL ACUMEN</p>	<ul style="list-style-type: none"> • Understands the financial model of the organization and the elements that impact the model and financial performance • Implements strong budgeting, financial reporting and monitoring processes • Implements a risk-based approach to financial management and ensures appropriate policies are in place

ABOUT ALBERTA

Located in western Canada, the province of Alberta is bordered by the Canadian Rocky Mountains to the west and vast prairies and badlands to the east. To the north lie the Northwest Territories. The state of Montana is the nearest southern neighbour in the United States.

Alberta has a population of more than four million, concentrated in the major urban centres of Calgary and Edmonton. It is the fourth largest province in Canada, covering an area of 661,000 sq km (255,214 sq mi). Although it is known as a prairie province, the landscapes vary from towering mountains, glacial lakes and vast boreal forests to rolling foothills, fertile prairies and desert badlands. Alberta has 245 rivers and more than 600 lakes. With 1,900 hours of sunshine in the north and 2,300 hours of sunshine in the south annually, Alberta is Canada's sunniest province. Alberta is famous for its:



- Sunshine
- Mountains
- Open spaces
- Forests
- Fresh air

Families in Alberta typically enjoy a higher family income than other parts of Canada. In the 2016 Canadian Income Survey, Alberta families earned a median income of \$92,800 after tax. This is well above the Canadian average of \$78,400. Alberta offers many cost-of-living advantages, such as:

- Higher incomes
- Lower cost of living
- No provincial health-care premiums
- No provincial sales tax (PST)
- Tax rebates and credits



The people of Alberta have come from many cultures and backgrounds. They work together to build a strong economy and safe communities where everyone is welcome. Alberta has:

- High standards of living
- Cultural events all over the province
- Excellent healthcare and school systems
- A diverse economy and innovative business spirit, making it an ideal place to work and live

Alberta's excellent health care system gives people access to:

- Hospitals
- Clinics
- A variety of social support services
- Qualified physicians and health care workers

Alberta has an excellent education system, with many options based on language or religion. Schooling is free from kindergarten to Grade 12. It is required from ages 6 to 16. Catholic and Francophone options are available. With 26 universities and colleges, Alberta has many post-secondary options. The Alberta government subsidizes tuition fees, and the cost varies across the province.



ABOUT EDMONTON

With a population of 1.4 million people, Edmonton is the capital city of the province of Alberta, Canada. Sometimes called Canada's Gateway to the North, Edmonton is the farthest north of Canada's large cities and has important road, rail and air transportation links.



From its beginnings as a Hudson's Bay Company fur trading fort, Edmonton has evolved into a city with a wide range of cultural, sporting and tourist attractions, and is the host of more than two dozen festivals each year. Most of Edmonton's population works in the service and trade industries, as well as in the municipal, provincial and federal governments.

Edmonton is a hub for the oil and gas industry (hence the name of its National Hockey League team, the Oilers). It is also well-regarded for its research and technology industries.

Edmonton has a fairly dry climate, with warm summers and cold winters. Summers in Edmonton are hot and sunny, with highs around 75 F (24 C) and 17 hours of daylight. Winters in Edmonton are less severe than in many other Canadian cities, with low humidity and less snow and although the winter temperature can dip to -40 C/F, the cold spells last only a few days.

Some of Edmonton's most popular attractions include:

North Saskatchewan River Valley - There's green space, and then there's the North Saskatchewan River Valley. This vast collection of scenic parks is 22 times bigger than New York City's Central Park. Over 150 kilometres of trails, pathways, golf courses, and tree-lined, manicured lawns connect 20 parks, where locals and visitors picnic, bike, run, kayak, canoe, stand-up paddleboard, take a paddle boat or Segway, and, in winter, snowshoe and ski (both cross-country and downhill).



West Edmonton Mall - This nearly 500,000-square-metre mall is the largest in North America, with 800+ stores, 100 dining venues, a massive indoor wave pool with 17 water slides and a lake, plus amusement park, zoo, and ice skating rink.

Elk Island National Park - Just east of the city, the park is a great place to hike, snap pictures of wildlife, lay on the beach, and, come sundown, watch the Northern Lights. Canada's largest fully enclosed park is a refuge for moose, elk, lynx, black bears, gray wolves, 250 species of birds, and herds of plains bison imported from Montana and rescued from extinction.

Alberta Legislature - Set atop the banks of the North Saskatchewan River, the Alberta Legislature is a marvel of marble pillars and carved oak. Discover the Legislature on a free guided tour, offered hourly. Ask about the Famous Five who fought for women's right to vote. Learn about the fascinating stories behind the portraits and magnificent art. Glance at the bejeweled gold and silver ceremonial Mace.



The Art Gallery of Alberta - A striking architectural landmark reminiscent of Bilbao's Guggenheim, downtown's Art Gallery of Alberta is one of the province's prominent cultural venues. The 6,000 paintings, sculptures, and installations on display at this premier venue include historical and contemporary, international and Canadian works.

Fort Edmonton Park - History is fun at 1800s-era Fort Edmonton Park, where actors dressed in period costume barter for beads at the fur trading post and socialize at the train station. Learn about four time periods: the 1846 fort, 1885 community, 1905 railway boom, and 1920 commerce hay day.

University of Alberta Botanic Gardens - Be amazed by the wealth and diversity of nature at the stunning University of Alberta Botanic Gardens – a must-visit for lovers of flora, fauna and beautiful things. With 80 acres of display gardens (and 110 additional acres of natural areas and ecological preserves), there's tons to explore.

Pro Sports

Edmonton is home to many professional teams including — the Edmonton Oilers and Edmonton Eskimos — and some of the best fans. Edmonton is home to Canada's largest mixed-use entertainment district, part of a \$7 billion downtown revitalization effort.

Rogers Place and the Edmonton Oilers - With its stunning curvilinear architecture and an interior that'll make you think you just stepped onto the Starship Enterprise, Rogers Place is sure to make your jaw drop. Home to the Edmonton Oilers hockey team, the arena features state of the art technology including the largest high definition screen in the National Hockey League. Catch an Oilers game at Rogers Place during the regular season, which runs from October to April each year and some of the world's biggest music acts all year long.



The Edmonton Eskimos – The Edmonton Eskimos are a professional Canadian football team based in Edmonton, Alberta, competing in the West Division of the Canadian Football League. The team plays their home games at The Brick Field at Commonwealth Stadium and are the third-youngest franchise in the CFL.

Theatre

Western Canada's largest and most ambitious theatre, The Citadel a cornerstone of Edmonton's Art District, which offers Edmontonians their pick of plays, exhibits, concerts and symphonies, and is now capped by a new Royal Alberta Museum.

Across the river the Northern Alberta Jubilee Auditorium is home to the Edmonton Opera and the Alberta Ballet. And the Old Strathcona district features a plethora live theatre venues.

Winter Activities

Edmontonians don't hibernate, they strive to make Old Man Winter proud with outdoor patios, city-wide snowball fights, deep freezer races, and a spectacular view of the Northern Lights. Strap on a pair of snowshoes and you're off on an exhilarating day trip through areas like Elk Island National Park or Edmonton's river valley, or slip on some skates and head to one of the city's many outdoor rinks. Downhill ski or snowboard at Snow Valley Ski Club, Rabbit Hill Snow Resort or Edmonton Ski Club, or cross-country ski through one of Edmonton's beautiful parks.



Festivals

Here's a reason they call Edmonton the festival city. Some annual favorites include Heritage Festival, a celebration of multicultural sights, sounds and tastes; Folk Fest, four free-spirited days of eclectic music and great food; and The Fringe, North America's biggest and oldest celebration of innovative theater and performance arts.

For more information on Alberta and Edmonton please visit:
<https://www.edmonton.com/why-edmonton/lifestyle>,
<https://www.alberta.ca/life-in-alberta.aspx>,
<https://www.thoughtco.com/edmonton-the-capital-of-alberta-509903>, <https://caen-keepexploring.canada.travel/things-to-do/top-10-attractions-edmonton>

