



**Canadian Mental
Health Association**
Manitoba and Winnipeg
Mental health for all

MNP

Position Profile

Chief Executive Officer

Reports To: Board of Directors

Organization: Canadian Mental Health Association – Manitoba and Winnipeg

Date: June 2025

ABOUT CANADIAN MENTAL HEALTH ASSOCIATION – MANITOBA & WINNIPEG

The Canadian Mental Health Association Manitoba and Winnipeg is part of a nationwide charitable organization that promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness and substance use health issues. Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada, with a presence in more than 330 communities across every province and one territory.

CMHA provides information, advocacy, services and supports that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive.

There are 11 CMHA provincial and territorial divisions, and 75 community branches across the country. The Manitoba Division of CMHA was established in 1952 and in 1984, CMHA Winnipeg Region was formally incorporated. In 2015 the Manitoba Division and Winnipeg Region merged to become one incorporated organization and then merged CMHA Interlake Eastern CMHA under its umbrella in 2021-22. Over the years, CMHA has been strong leaders in providing leading-edge services, always evolving to meet the needs of our ever-changing community.

Mission and Vision

CMHA Manitoba and Winnipeg's mission is to advance mental health, well-being, and recovery across Manitoba. Their vision is a Manitoba where mental health is honored as a universal human right.

Values

The organization operates on several core values:

- Listening: Working hard to listen to the community's needs.
- Innovation: Discovering better ways to support mental health.
- Possibility: Believing in the potential for positive change.
- Support: Supporting one another and focusing on impact.
- Experience: Honoring lived experiences.
- Connection: Creating stronger connections within the community.
- Passion: Serving with passion and curiosity.
- Inclusion: Embracing Inclusion, Diversity, Equity, and Accessibility (IDEA).



We ask those individuals with an interest in further exploring this exciting opportunity to contact:

Lillian Wong at Lillian.Wong@mnp.ca

CMHA Manitoba and Winnipeg offer a variety of services aimed at promoting mental health and supporting those with mental illness. These services include:

- Mental Health Promotion: Initiatives to educate and promote mental health awareness.
- Housing Services including rapid re-housing, Intensive Case management and Assertive Community Treatment through a Housing First Approach
- Youth Services including an integrated youth service at Huddle Broadway and Futures Forward partnership assisting youth transitioning out of the child welfare system.
- Employment Services including individual placement service, work readiness supports in adult learning environments and workplace solutions advancing psychological health and safety.
- Rehabilitation and Recovery Services assisting adults to address impacts of mental health illness through the delivery of the Boston Psychiatric Rehabilitation model.
- Service Navigation, Outreach and Community Engagement and Recovery College to engage and connect with the community to foster a supportive environment and promote well-being through educational offerings..

The organization is structured to include various regional services across Manitoba, ensuring that mental health support is accessible to all Manitobans. They work collaboratively with different Government Departments and community partners to deliver comprehensive mental health and substance-use health services.

ABOUT THE CHIEF EXECUTIVE OFFICER

Reporting to the Board of Directors, the Chief Executive Officer (CEO) of Manitoba and Winnipeg is responsible for providing strategic guidance, oversight and servant leadership to build and steward community-based and provincial mental health and substance use systems and resources in alignment with the National brand, provincial and regional priorities. This position is unique in the CMHA Federation as it is a combined role of CEO for the Manitoba Division as well as the executive lead for the largest branch and regional service delivery organization in the community mental health and addiction sector in Manitoba.

The CEO is ultimately responsible for resolving complex and unique problems that require the interpretation of various factors and the generation of innovative solutions. This role involves the development of policies, processes, and procedures in collaboration with the Board of Directors and in alignment with national standards.

Performance as the CEO is measured by several key indicators, including organizational growth and service delivery outcomes, achievement of CMHA Manitoba and Winnipeg Strategic Plan KPIs, positive participant evaluations of programs, and employee satisfaction. Other indicators include overall community and provincial awareness of the brand and organizational offerings, levels of engagement, growth in donorship, donations, and donor retention, successful fundraising return on investment, and securing funding agreements with government and foundations to advance the organization's mission, vision, and strategic goals.

KEY LEADERSHIP ACCOUNTABILITIES

Strategic Leadership

- Develop and execute a strategic vision in collaboration with the Board that is consistent with the Association's mission and values.
- Lead the organization in adapting to emerging trends and addressing the evolving needs of the mental health community.
- Develop and implement strategic plans for CMHA Manitoba and Winnipeg inclusive of branch/region with an expanding presence with multiple locations where services and programs are delivered.
- Share Provincial strategic plans, goals, and priorities with Branches and National.
- Develop and implement risk management strategies.

Advocacy and Public Relations

- Represent CMHA as an expert and thought leader in all areas of mental health
- Serve as a passionate advocate for mental health awareness and destigmatization.
- Build and maintain relationships with government bodies, stakeholders, and community partners to influence policies and initiatives that support mental health.
- Participate in development Nationwide policy and advocacy goal setting.
- Support Branches policy and advocacy efforts.
- Participate in development of National media relations framework.
- Lead jurisdiction specific media relations efforts in coordination with National.
- Lead as the provincial spokesperson and content expert for CMHA in media as well as at sectoral tables and advisory committees within government.

Program Development and Quality Assurance

- Oversee the development, implementation, and evaluation of evidence-based mental health programs and services.
- Lead innovation of program and service delivery for Manitoba through national and international association membership and participation with other sector thought leaders in the mental health and substance use health sectors.
- Ensure programs align with best practices, contribute to positive outcomes, and meet the diverse needs of the community.
- Share and steward National Program frameworks and methodologies with Branches across Manitoba.
- Support National in hosting Program knowledge by sharing program specific learnings, insights, data and evidence-based examples from the Division.
- Support Branches in accessing and executing National program framework, methodologies and tools. Collect, track and analyze Branch and jurisdictional program data and results.

Financial Management

- Provide sound financial stewardship by overseeing budgetary planning, financial reporting, and resource allocation and investment strategies.

- Provide vision and leadership for financial sustainability of the organization including identifying and implementation of risk mitigation strategies
- Diversify funding streams and secure grants, sponsorships, and donations to sustain and expand the Association's initiatives.
- Lead the creation and implementation of Branch agreements.

Board Governance

- Foster a positive and transparent relationship with the Board, ensuring effective governance and accountability.
- Communicate effectively with the Board providing timely information to make informed decisions.
- Work closely with the Board and its committees ensuring communication of risk, issues and opportunities.
- Support and monitor governance with branch and region boards to ensure sound governance and risk management in alignment with division and branch agreements.

Accreditation, Compliance and Risk Mitigation

- Lead accreditation program and maintain all standards for service delivery, business and governance excellence
- Ensure the organization complies with all legal and regulatory requirements
- Steward CMHA by setting and maintaining ethical standards aligned with the mission and values
- Identify and mitigate risks to the organization and communicate effectively.

Staff Leadership and Development and Organizational Culture

- Recruit, coach, and retain a high-performing team dedicated to the Association's mission.
- Encourage a culture of innovation, inclusion, and professional development within the organization.
- Provide leadership and mentorship for Branches.
- Manages performance, disciplines and terminates staff.
- Effectively manage emergency and crisis situations and support Branches with crises management when needed.
- Develop and lead practices to advance inclusion, diversity, equity and accessibility (IDEA)

Community Engagement and Partner Relations

- Actively engage with the mental health community, service users, and stakeholders to understand and respond to evolving needs.
- Lead engagement with Indigenous leaders and groups and other communities (i.e. Newcomers, 2SLGBTQIA+)
- Lead CMHA's commitments and priorities for advancing the Calls to Action from Truth and Reconciliation Commission including ensuring all programs and services are culturally informed and responsive to Indigenous communities.
- Represent the Association at public events, conferences, and forums, enhancing the organization's brand, visibility and opportunity for greater impact.

Collaborative Partnerships

- Establish and nurture collaborations with mental health organizations, government agencies, businesses and corporations and community groups in Winnipeg, across Manitoba and nationally and internationally.
- Seek opportunities for joint initiatives and partnerships that amplify the Association's influence and reach.

EDUCATION AND EXPERIENCE REQUIREMENTS

The CEO position requires a post-secondary degree relevant to non-profit community service sector, business, or a related field, or an equivalent combination of education and experience. Candidates should have a minimum of 10 years experience preferably within the not-for-profit sector, with experience working with a Board of Directors. They must demonstrate strategic, analytical, and problem-solving abilities, along with excellent interpersonal and negotiation skills. Proven servant leadership with strong collaborative skills and expertise in community and partnership building is essential. Experience and understanding of federated health organizations is an asset. A solid understanding of mental health issues, policies, and trends within the Canadian context is required. Exceptional communication skills, including verbal, presentation, and written, as well as media and public relations, are necessary. Additionally, candidates should possess strong financial acumen with a successful track record in fundraising and the ability to handle crises and manage stress effectively.

The ideal candidate has a proven track record of providing visionary leadership at the executive level. They have successfully led organizational growth and have a strong background in managing stakeholder relationships, particularly within the community and government sectors. Their experience extends to leading non-profit boards and collaborating with diverse groups of people.

The candidate excels in motivating, recruiting, developing, retaining, and mentoring high-performance, mission-driven, and results-oriented teams. They are an exceptional communicator, both in writing and speaking, and are known for their persuasive and passionate communication style. Their strong interpersonal skills and ability to manage multidisciplinary projects make them a valuable asset to any organization.

If you value servant leadership, collaboration, and community and partnership building, we invite you to explore this opportunity. Please contact:

LILLIAN WONG, Director, Executive Search and Recruitment
MNP LLP

Email: lillian.wong@mnp.ca

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.

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 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.

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

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 to 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.



True North Square

An iconic mixed-use development in the heart of Winnipeg's downtown area. 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 on the synergies between working, living, socializing, and gathering all in one central location. It is designed to be a vibrant hub that combines office, retail, residential, and entertainment spaces. The development spans over 1 million square feet and is situated between the Canada Life Centre and the RBC Convention Centre, making it a central part of Winnipeg's sports and entertainment district.

Sports

Winnipeg's sports teams offer a diverse range of entertainment and have fostered a strong sense of community pride. The Winnipeg Blue Bombers are a storied football team in the Canadian Football League (CFL). The team plays its home games at Princess Auto Stadium and is known for its dedicated fan base and community ownership. The Winnipeg Goldeyes are a minor-league baseball team that plays in the American Association of Professional Baseball. Established in 1994, the Goldeyes have won multiple league championships. They play their home games at Blue Cross Park and are affectionately nicknamed "The Fish". The Winnipeg Sea Bears are a professional basketball team competing in the Canadian Elite Basketball League (CEBL). Founded in 2022, the Sea Bears play their home games at the Canada Life Centre. They have quickly become a beloved part of Winnipeg's sports scene. Lastly, the Winnipeg Jets are a professional ice hockey team in the National Hockey League (NHL). The team was originally established as the Atlanta Thrashers in 1999 and relocated to Winnipeg in 2011, bringing back the Jets name. The Jets play their home games at the Canada Life Centre.



Blue Cross Park

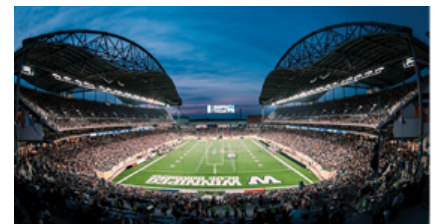
Blue Cross Park, located at One Portage Avenue East in downtown Winnipeg, Manitoba, is a premier baseball stadium and home to the Winnipeg Goldeyes of the American Association. Opened in June 1999, this state-of-the-art facility has received rave reviews for its excellent amenities and vibrant atmosphere. The park features a seating capacity of 7,481, 30 luxury skysuites, a picnic area, and an open patio overlooking the field from the right field corner. Blue Cross Park is not only a great place to watch baseball but also hosts various functions, concerts, and other sporting events, including the baseball competition at the XIII Pan Am Games.

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.

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.



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.

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.

Fort Whyte Centre for Environmental Education

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

Culture and Festivals

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. 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.

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

ABOUT MANITOBA

Founded in 1870, Manitoba means “where the spirit lives” in the languages of the Indigenous people who first lived in the region. Commonly referred to as ‘Friendly Manitoba’, the province’s urban and rural communities are diverse and welcoming.

Manitoba is the province at the longitudinal center of Canada. One of the three prairie provinces, it is Canada’s fifth-most populous province with a population estimated at 1.2 million people. Manitoba has a widely varied landscape and is home to five distinct ecozones: prairie, boreal plains, boreal shield, taiga shield, and Hudson plains.

Manitoba has a high standard of living, steady economic growth, diversified industry, and high employment. Our central location and excellent air, rail, and roads make Manitoba a gateway to the rest of Canada, North America, and the world. Manitoba’s economy has a great reputation for innovation, quality, reliability, and sustainability in the national and global marketplace.

The average summer temperature in Manitoba is +26°C (79°F); the average winter temperature is -12°C (10°F)

Manitoba is fortunate to have an abundance of freshwaters including lakes, rivers, and wetlands making it a popular spot for outdoor enthusiasts. It is home to over 100,000 lakes including Lake Winnipeg, Lake Manitoba, and Lake Winnipegosis and surface water covers approximately 16 percent of the province. Manitoba has more than 90 parks to explore, including two National Parks (Riding Mountain National Park and Wapusk National Park). Some of Manitoba’s most popular attractions include:

Churchill - Popularly known as the “Polar Bear Capital of the World,” lies on the harsh, rocky coast of Hudson Bay. Tours in tundra buggies - giant large-wheeled vehicles with caged windows - allow visitors to have close-up encounters with the bears.

Grand Beach - Encompasses a huge stretch of soft sand beach on the shores of Lake Winnipeg. It is considered one of the nicest beaches in Canada.

Riding Mountain National Park - This scenic park is a combination of a recreation area and a nature reserve. The deep lakes in Riding Mountain such as Clear Lake, Lake Katherine, and Deep Lake are popular fishing spots and there are numerous walking and cycling trails throughout the park.

Gimli - Gimli is a small resort town, approximately an hour’s drive north of Winnipeg, on the shores of Lake Winnipeg. In the summer, Gimli comes to life as visitors and cottagers flock to this area to enjoy the beaches. One of the annual highlights is the Icelandic Festival of Manitoba, known as Islendingadagurinn, which takes place over the long weekend in August.

Whiteshell Provincial Park - About a 1.5-hour drive east of Winnipeg, Whiteshell Provincial Park is a popular summer destination. The landscape is typical of the Canadian Shield. The resort communities of Falcon Lake and West Hawk Lake to the east of the park are home to beaches and offer opportunities for boating and water sports.

Lower Fort Garry National Historic Site – Just outside Selkirk, the Fort Garry National Historic Park is the only stone fort from the fur trading era to survive



intact anywhere in North America. Visitors to the fort will be able to view period furniture and household items and visit with costumed employees who act out the roles of the fort's inhabitants.

Narcisse Snake Dens – In late April/early May, tens of thousands of garter snakes emerge from their winter dens. Visitors can watch the snakes from observation.

Pinawa Dam Provincial Park – Set in a picturesque area of the Canadian Shield, the ruins of the 1906 dam is the central feature of this park.

Hecla Island - Part of Hecla-Grindstone Provincial Park, Hecla Island is a popular getaway. There are hiking trails, an 18-hole golf course, a spa, and a resort.

Canadian Fossil Discovery Centre – Located in Morden Manitoba, this museum contains Canada's largest collection of marine reptile fossils.

Mennonite Heritage Village - Located in Steinbach, the Mennonite Heritage Village recreates Mennonite life from the 16th century to the present day and features changing themes.

