



PFM
EXECUTIVE SEARCH



EXECUTIVE PROFILE

Chief Executive Officer
PARKINSON SOCIETY BC



Parkinson Society
British Columbia



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GENERAL

Established in 1969, Parkinson Society British Columbia (PSBC) is a not-for-profit charitable organization that exists to address the personal and social consequences of Parkinson's disease through education, community outreach, scientific research, advocacy and public awareness.

It is estimated that 17,500 British Columbians live with Parkinson's disease and more than 100,000 in Canada. Named after the British physician, Dr. James Parkinson, who was the first in modern medicine to identify the symptoms, Parkinson's disease is the second most-common chronic, neurodegenerative disorder, and is caused by a loss of dopamine in the brain.

Parkinson Society British Columbia, governed by a voluntary Board of Directors, does not receive government funding and is supported entirely by donations from individuals, members, corporations, foundations and the dedicated efforts of volunteers.

ADVOCACY

Parkinson's disease (PD) is a progressive neurodegenerative disorder causing a gradual loss of motor control. Currently, 17,500 (Ministry of Health, 2019/20) British Columbians, and approximately 12% of Canada's population over the age of 80, are living with the disease. Although treatment is complex, it is one of the most treatable neurological conditions. Through better education and the development of a provincial strategy, we believe patient outcomes can be improved.

Parkinson Society British Columbia aims to be an effective lobbyist for issues important to the Parkinson's community. To be successful, we need the grassroots support of our community.

For more information about Parkinson Society British Columbia, please consult

<http://www.parkinson.bc.ca>





GENERAL

The Chief Executive Officer (CEO) is responsible for overseeing all aspects of the organization's operations including fundraising, program development, marketing and communications, financial management and staff leadership. Reporting to the Board of Directors, they will ensure the organization is fulfilling its mission and serving the community effectively. A strong advocate for the organization, the CEO will promote awareness of programs and goals and will also be responsible for cultivating and maintaining mutually beneficial relationships with key external partners including donors, healthcare partners, ally organizations and community leaders. The CEO will work closely and collaboratively with the Board to guide strategy for the organization, providing institutional knowledge and context for new and returning Board members, and effectively lead a small team of staff to ensure operational priorities and objectives are being met. As a mentor to staff, the CEO will motivate and empower the team to achieve their best work.

SPECIFIC RESPONSIBILITIES

Administration

- Administers PSBC operations within policy guidelines set by the Board of Directors.
- Responsible for all hiring, staff development and all facets of human resources management.
- Oversees maintenance of records (minutes, annual report, by-laws, Directors manual, procedures manual, etc.).
- Plans and organizes Annual General Meeting/Annual Report.

Board of Directors

- Assist Board Chair and Executive Committee in Board development including:
 - » Recruitment and nominations processes
 - » Orientation to ensure that directors understand their roles
 - » Development and use of contracts or letters of agreement
 - » Team building
 - » Annual board self assessment
 - » Succession planning
- Assists Board in the recruitment of new Board Members.
- Attends Board and Executive meetings as non-voting member.

Strategic Plan

- Ensures that the Strategic Plan and Strategic Initiatives are on target.
- Assists staff in meeting their objectives as outlined in the Strategic Plan.
- Reports status of Strategic Initiatives to the Board of Directors every Board meeting.
- Empower the Parkinson's community in British Columbia through providing resources and services to enable self-management, self-reliance, and self-advocacy.

Fundraising

- Develops a comprehensive strategy for fund development including planned giving, major gifts, direct mail, corporate sponsorships, foundations, special events, third party events, etc.
- Oversees all fundraising initiatives.
- With Board, research and evaluates feasibility of new fund development initiatives.
- Fosters and maintains relationships/partnerships with donors, community organizations, corporations, volunteers.



Education, Clinical & Support Services

- Oversees activities of Manager, Education and Support Services.
- Works closely with Manager, Education and Support Services to ensure delivery of services to Parkinson's community.
- Oversees clinical services including counselling, healthcare navigation & virtual physiotherapy.
- Attends educational conferences and meetings.
- Visits support groups as required.

Finance

- Prepares annual budget in cooperation and consultation with the President, Treasurer and Executive Committee.
- Ensures that employees and Board operate within budget.
- Ensures that Finance Committee receives monthly financial statements and Board of Directors receives reports at every Board meeting.

Marketing and Communications

- Oversees activities of Senior Manager, Marketing, Communications and Events.
- Works closely with Senior Manager, Marketing, Communications and Events to ensure delivery of services to Parkinson's community.
- Provides leadership in creating public awareness of PSBC and Parkinson's disease.
- Is the spokesperson on issues related to the Society.
- Approves all news releases and distributes to the media in a timely manner.
- Fosters relationships with TV, newspapers and radio stations.
- Works with Marketing and Communications Committee.
- Plans and coordinates Viewpoints quarterly newsletter (design, content.)

Advocacy

- Participates in the Med Access Coalition.
- Advocates and promotes PSBC to all levels of government and to the community at large.
- Develops advocacy plan and campaigns.
- Assists members with self advocacy.
- Maintains and expands partnerships with health authorities.

Other Parkinson Organizations

- Maintains cordial and collaborative working relationships with Parkinson Canada and other provincial organizations.
- Michael Smith Foundation for Health Research.
- World Parkinson Congress.
- BC Brain Wellness (at UBC).
- Parkinson Wellness Projects.

REPORTING RELATIONSHIPS

Reports to:

- Board of Directors

Relates to:

- Regional and national partners
- Movement Disorder Clinics

Direct Reports:

- Senior Manager, Marketing, Communications and Events
- Manager, Education & Support Services



GENERAL

The ideal candidate will bring proven strength in revenue growth as evidenced by success in achieving revenue targets and outstanding relationship-building skills. Excellent interpersonal and communication skills combined with an ability to work collaboratively with a variety of people at all levels will enhance the CEO's capacity to heighten the recognition of Parkinson Society BC and the services it provides to the broader community while creating an internal environment of trust and respect. In addition, they bring an understanding of BC's healthcare system and are known as a strong collaborator, community builder and administrator, with a track record in raising funds. Ideally, the CEO will have run all aspects of an organization and worked closely with Boards of Directors to guide strategy development and set priorities.

EXPERIENCE & EDUCATION

- Undergraduate degree and demonstrated senior management experience.
- Significant experience in partner relations which enhance funding opportunities.
- Significant accomplishments in revenue development and donor/customer relationships.
- Demonstrated and in-depth working knowledge of community-based programs and services, funding sources, community relations, Board relations and access to community resources.
- Excellent verbal and written communication skills; can effectively present information to a variety of audiences.



SKILLS & ABILITIES

- Well-honed skills in financial and operational management.
- Understanding of governance and experience working with a voluntary Board of Directors.
- Can develop and manages financial resources to ensure the long-term stability of the organization.
- Strong project management skills. Able to plan, multitask, and prioritize effectively.
- Demonstrated ability to promote teamwork, collaboration, and partnership. Can synthesize various elements and readily discern key issues.
- Possesses a track record of supporting and motivating team members by providing a sense of opportunity based on performance and expertise.
- A track record of continuous learning, innovation, and creative thinking.
- Has demonstrated excellence in developing, leading, and managing numerous collaborative relationships.
- Able to build relationships and influence decisions. Engages partner and builds productive institutional relationships. Comfortable working with government officials, volunteer committees, and similar associations at the provincial and national levels.
- Resolves problems quickly and effectively, determining appropriate courses of action.
- Innovative thinker.
- Conceptual skills to analyze situations and problems to find viable, timely solutions.
- Develops and maintains effective communication networks.
- Proactive leader with excellent listening skills who is seen as approachable, flexible, and accessible.
- Excels in promoting a positive and ethical work environment. Able to encourage and support diversity in the workforce.



PERSONAL CHARACTERISTICS

- Collaborator.
- Community builder.
- Communicator.
- Showcases true wisdom and integrity.
- Energetic and enthusiastic.
- Results-focused.
- Diligent, thorough, responsive, and strong on commitment.
- Innovative and creative.
- Exercises good judgment and deals with issues in a balanced and fair manner.
- Able to work under pressure and performs productively in deadline situations.
- Possesses the presence, stature, and ability to build credibility throughout the organization and outside of it.
- Brings an unwavering commitment to accuracy and detail.
- Self-motivated and takes initiative.
- Empathetic and compassionate to the unique needs of Parkinson Society BC's constituents.





HOW TO APPLY

To apply or make a nomination, please contact PFM Executive Search:

Attention **Shaun Carpenter** and **Jennifer Madden** at pfm@pfmsearch.com

All telephone inquiries to 604.689.9970 or Toll-Free 1.800.864.9970

APPLICATION FORMAT

Format for written applications should be presented as follows:

1. A covering letter—describing briefly why the appointment is of interest and what you believe you can bring to the role.
2. A full CV containing the following information:
 - a. Title, full name, address, daytime and evening telephone numbers and email address
 - b. Residency status
 - c. Present and previous roles
 - d. Details of education and professional training and qualifications
 - e. Any other relevant information such as offices held in professional bodies, community service etc.

PFM EXECUTIVE SEARCH

PFM Executive Search was founded in 1992 with the vision of creating an executive search firm that provides tailor-made executive search services to clients in the private, public and not-for-profit sectors. Over the last 31 years, our firm has earned the reputation as one of the most respected executive search firms in Canada.

PFM Executive Search is a BC owned and operated incorporated company. We are a founding member of the [Panorama](#), an international alliance of like-minded executive search organizations.

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