

## **CHIEF EXECUTIVE OFFICER, KIDSPORT CANADA**

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KidSport is Canada's first and only national, community-level charity with the simple and sole cause of helping financially disadvantaged children participate in organized sports in Canada. Founded in 1993, the charity raises over CAN\$8m annually through an extensive network of provincial, territorial and community chapters across the country, facilitating the participation of thousands of Canadian kids in organized sports, who otherwise would not be able to.

At this crucial time, when the physical and mental well-being of so many of our vulnerable youth is under threat from pandemic health restrictions, the gift of organized sport has never been more important.

This is your chance to deliver that gift and make a compelling difference in the lives of thousands of Canadian kids, coast-to-coast.

At a pivotal juncture in its organizational evolution, KidSport Canada is looking for exciting new executive leadership to steer a path for the organization's growth and development over the years to come.

A skilled and seasoned organizational leader, you will report to KidSport Canada's Board of Directors and lead KidSport's growing staff team. You will assume full balance sheet and P&L responsibility, leading all associated asset/debt management, revenue development and cost management activities therein. You have a deep respect for strategy and will embrace responsibility for the implementation of KidSport Canada's new strategic plan.

A community champion, you understand and are passionate about the role sport plays in Canada and in the lives of Canada's youth. You are a passionate advocate for social cause and are excited to deploy your government relations expertise to set KidSport to work as an executor of federal public policy in community development and youth wellness.

You are a supreme communicator and leader of people and will excel in inspiring a common vision behind the enormous human capital at work through KidSport's 11 provincial/territorial chapters and over 160 community chapters. Your bilingual language skills in English and French are considered an asset.

And most importantly, you are passionate about the importance of brand in social cause marketing. You have experience in the development of powerful brands, ideally around social causes, and are skilled in all elements of digital marketing and communications and how it underpins modern brand development. You are the person to unlock KidSport's inspirational stories of hope and human spirit and bring them to the broader Canadian community, particularly its business community.

This is an unmissable opportunity to genuinely make a difference in vulnerable kids' lives by funding the costs of their participation in the organized sport of their choice directly to their sport program provider. KidSport's help goes DIRECTLY to the kids, and we want you to lead that.

If you are looking to make a difference in a cause that genuinely matters, this is the opportunity you've been waiting for. An attractive salary package with flexible work conditions awaits the successful candidate.

To lodge your application, please send your confidential resume with cover letter to Paul Varian at [pvarian@capitisconsulting.ca](mailto:pvarian@capitisconsulting.ca) by **5pmPST on Friday 18<sup>th</sup> February 2022**. KidSport Canada is an equal opportunities employer. We thank all applicants, but advise that only those being pursued for interview will be contacted.