



Vice President, Stakeholder / Community Engagement

Reports To: Chief Executive Officer (CEO)
Direct Reports: Manager Marketing & Communication, Manager Fund Development, Manager Volunteer and Community Engagement
Portfolio: Encompassing Marketing, Community Engagement, Fund Development, and Volunteer Management

The Mission

Housing affordability is one of the most significant issues facing our community. Affordable housing is essential to achieve our community's aspirations for safety, mental/physical health, inclusiveness, educational outcomes for our children and for Alberta to attract and retain the workforce it needs to grow.

Habitat for Humanity provides a path to home ownership for working families enabling them to thrive. When families have stable affordable housing kids can put down roots and parents can start planning for a brighter future.

As part of Habitat for Humanity, one of the most trusted and recognized non-profit brands in the world, Habitat for Humanity Southern Alberta (HFHSA) works to deliver on this mission for families in Calgary and the surrounding communities.

We do this by:

Building high quality, energy efficient homes with the help of sponsors, donors, community partners and volunteers.

Supporting working families to purchase these homes with no down payment. These families are provided an interest free mortgage by HFHSA.

Sustaining growth to build more homes by using the monthly mortgage payments to seed the next development. This cycle of paying-it-forward means every home built helps a family and provides mortgage proceeds that help build the next home. A uniquely sustainable financial model.

The Opportunity

The need for affordable housing is urgent, and there is a collective desire to address this critical issue. Governments, businesses, social agencies, and individuals want to make a difference. As an experienced leader, advocate, gifted storyteller, and organizer with a proven track record of building support for issues, you will find ways to mobilize this desire and turn it into action.



Key Performance Indicators (KPIs)

1. **Government Partnership Catalyst:** Showcase to different levels of government how they can contribute as catalysts to help build more housing in our community.
2. **Community Contribution Expansion:** Develop meaningful opportunities for individuals, companies, and organizations to engage, resulting in a doubling of the net value of community contributions.
3. **Innovative Housing Models:** Contribute to the creation of new Habitat for Humanity housing and financing models, to expand the range of families served.

Why We Stand Out

HFHSA boasts a diverse range of skills and capabilities, operating as a homebuilder and land developer (\$7M per year), bank (\$60M in assets), major retail operator (over \$5M in sales annually), human service organization, volunteer manager, fundraiser, and housing advocate.

Our sustainable funding model, coupled with our ability to self-generate funds through our social enterprise, sets us apart in our pursuit of making affordable housing a reality.

The Role

As the Vice President of Stakeholder / Community Engagement, you will use your talents as an exceptional relationship builder, leader, advocate, communicator, negotiator, problem-solver and strategist to build and nurture beneficial relationships for Habitat.

You will be at the forefront of our mission, driving meaningful change and making a tangible impact on communities. Reporting directly to the CEO, you will be a key member of the leadership team, actively contributing to strategic direction and culture-building. Leading a team of eight (8) staff members, you will perform three crucial functions:

Chief Storyteller and Advocate

- Craft a compelling narrative that enables us to inspire our community to action. This includes determining the best way for Habitat to reach families in need of housing, customers who would benefit from ReStore, donors who care about affordable housing and volunteers who want a hands-on opportunity to build their community.
- Lead the creation of a communication plan to connect people to all of these opportunities through media, social media and in person events.
- Act as Privacy Officer by navigating and maintaining the privacy and confidentiality of the information shared internally and externally.

Ambassador, Relationship Builder, New Opportunity Creator

- Develop and generate new ways Habitat can serve the community. Help us explore if there are ways Habitat can support Indigenous housing needs or other underserved groups.
- Build and grow the base of long-term relationships that provide the funding, construction materials, community involvement and political advocacy that supports our mission.
- Use Habitat's volunteering opportunities to keep individuals and organizations connected to our cause.

Fundraiser, Resource Gatherer

- Create new ways for Habitat to grow and diversify the resources and revenues it needs. This could be in the form of monetary donations, land, construction materials or community advocacy on this issue of housing affordability.
- Lead the strategic direction, evaluation and implementation of our annual fundraising and gift-in-kind plan.
- Ensure sponsorship and stewardship plans are in place and commitments are honored.
- Contribute to the preparation of major or complex funding proposals.

The Ideal Candidate

The successful candidate will be able to demonstrate the following achievements and personal characteristics:

Education

- A Bachelor's Degree in a related discipline.
- A Master's Degree in a related discipline would be an asset.

Experience

- 15 years of progressive leadership experience in Public Affairs, Government Relations, Community Engagement or Marketing/Communications.
- 5+ years of senior management experience with demonstrated leadership capabilities in creating new initiatives and bringing them to life.
- Issue advocacy campaign experience (from management to implementation and execution).
- Demonstrated experience with delivering on multiple projects, managing multiple stakeholders and working collaboratively across an organization.
- Proven track record in promoting, protecting, and evolving a brand, leveraging multiple marketing and communication disciplines including but not limited to media relations, social media, community relations, and brand development.
- Demonstrated ability to measure the strategic impact of your efforts and present findings in a compelling way.



- Proven leadership and team experience: the ability to attract, retain, inspire, and engage a team to high performance.
- Prior success launching projects in new communities, First Nation communities or in a regulated environment, involving multiple stakeholder issues would be an asset.

Personal Attributes

- You demonstrate respect, dignity and integrity in your interpersonal relationships and are a resilient leader and team member.
- You are a natural connector and can diplomatically navigate the competing needs and interests of your various stakeholders.
- You have a proven ability to capture and distill a broad range of information quickly and to identify strategies to determine the best course of action and way forward.
- You are naturally curious and open to change, learning new approaches and technologies.
- You can see beyond current events to identify long-term opportunities and can translate them into clear and measurable actions.
- You are able to clearly communicate your ideas and ignite passion in your vision.

Please send your Cover Letter and Resume to jobs@habitatsouthernab.ca with **Vice President, Stakeholder / Community Engagement** in the subject line.

Habitat for Humanity Southern Alberta is an equal opportunity employer. We thank all applicants for your interest in this position. Please note that only those candidates selected for an interview will be contacted.