



OPPORTUNITY PROFILE

Executive Director

About Digital Alberta

Digital Alberta is the interactive and digital media industry association for Alberta. We are a member-supported, non-profit organization at the intersection of technology and art, that represents the following industries: digital media, martech, video game development, eLearning, visual effects, animation, AI and VR/AR industries. Our members embrace technology as entrepreneurs, artists, developers, designers, educators and students.

To accomplish this, our mandate is to:

- Listen to and be a single, cohesive voice for local companies as we represent business interests and drive engagement at all levels of government.
- Accelerate the growth and commercialization of Alberta's interactive digital media community within our province, country and globally.
- Celebrate and promote individuals and organizations that foster innovation, technology and digital media in Alberta.
- Encourage students and talent to stay in Alberta in order to increase capacity and productivity within the industry.
- Promote innovation and collaboration between individuals and organizations, acting as the conduit and connector for our community.
- Connect entrepreneurs and talent with industry information, funding, training and related entrepreneurship programs, to guide and support industry professionals.

The Opportunity:

Executive Director

Reporting to the Board, this once in a lifetime opportunity will be the primary leader, strategist, and external champion for the organization. The ED will be a key contributor to Digital Alberta's success and will work closely with the Board of Directors to develop and operationalize a comprehensive strategic plan, and associated policies to ensure the resources, assets, programs, and organizational structure are in place to support future growth and sustainability of Digital Alberta.

The ED is the face of Digital Alberta, responsible for developing, promoting, and raising the public profile using strategies for continuous dialogue and engagement. The ED will develop positive relationships internally as well as with all external stakeholders including all levels of government and businesses, through influencing, educating, and conversing with others in the ecosystem in the pursuit of Digital Alberta's objectives.

The Role of Executive Director

As the successful candidate for this exciting, inaugural role, you will provide the leadership to establish and operationalize the vision of Digital Alberta.

In a word, **leadership** is what you bring to the team. You are a builder, with the ability to convincingly promote innovative ideas and concepts while inspiring and motivating others to action. You are an authentic leader, collaborating with all stakeholders to provide the vision, expertise, energy, and excitement necessary to develop and move the mandate of Digital Alberta forward..

Based in Alberta and reporting to the board of directors, the Executive Director, is responsible and accountable for the overall strategic planning, management, and execution of Digital Alberta's mission and mandate as well as its financial viability. This includes lead responsibility for identifying and driving both immediate priorities and long-term improvements, as well as activities to grow the organization's membership base.

As the ED you will:

Implement Board Policies and Decisions:

- Works with board in order to fulfill the organization's mission.
- Responsible for leading Digital Alberta in a manner that develops, supports and guides the organization's mission and ratifies with the Board of Directors.
- Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.
- Translates board policies and decisions into actionable operating plans.
- Ensures that the Steering Committee is kept fully informed on the condition of the organization and all-important factors influencing it.

Financial Performance and Viability:

- Develops resources sufficient to ensure the financial health of the organization.
 - Identifies and applies for appropriate granting opportunities.
 - Identifies new potential revenue opportunities including fundraising for board consideration
- Responsible for the fiscal integrity of Digital Alberta, to include submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization.
- Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.
- Responsible for membership sales, fundraising and developing other resources necessary to support Digital Alberta's mission.

Organization Mission and Strategy:

- Works with board and staff to ensure that the mission is fulfilled through programs, strategic planning and community outreach.
- Responsible for implementation of Digital Alberta's programs that carry out the organization's mission.
- Establishes and maintains relationships and advances community relationships with various organizations throughout the province and utilize those relationships to strategically enhance Digital Alberta's mission.
- Responsible for the enhancement of Digital Alberta's image by being active and visible in the community and by working closely with other professional, civic and private organizations.

- Serves as Digital Alberta’s primary spokesperson to the organization’s constituents, the media and the general public.

Organization Operations.

- Provide leadership and day-to-day management of Digital Alberta
- Oversees and implements appropriate resources to ensure that the operations of the organization are viable and effective.
- Responsible effective administration of Executive Office operations.
- Responsible for the hiring and retention of competent, qualified staff.
- Responsible for signing all notes, agreements, and other instruments made and entered into and on behalf of the organization.

The Person

- A well-organized self-starter who is able to set, maintain, and adjust priorities on an ongoing basis.
- Experience working in an executive role in a complex, multi-faceted environment.
- Demonstrated experience in developing and implementing strategic initiatives that positively impact an organization.
- A proven track record of strong relationship management across stakeholder groups.
- An existing established network in Alberta’s Interactive and Digital Media ecosystem or experience leading member-driven associations would be considered an asset.
- Demonstrated ability to lead teams and manage multiple projects at one time.
- The ability to respond quickly, analyze complex situations and make effective decisions.
- Experience in fundraising and membership development for a non-profit organization.
- Excellent communication and interpersonal skills.
- Ability to travel between Calgary and Edmonton will be necessary
- The position is full-time contract role requiring remote work

Valuable Assets (optional):

- Familiarity with the Interactive and Digital Media sector in Alberta and knowledge of the sector’s challenges and opportunities.
- Event planning and marketing, or communications background.

Digital Alberta is committed to building and sustaining an inclusive environment—–one that welcomes, supports, respects and values individuals for their unique experiences, perspectives,

talents and contributions. For Digital Alberta, diversity includes anything that makes us unique, including visible characteristics such as gender expression or race as well as non-visible ones like diversity of thought and gender identity. Inclusion is enabling these diverse forces and talent in an environment where the richness of ideas, background and perspectives are cultivated to create organizational value and achieve outstanding results.

Compensation

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

Interested parties please express your interest to:

careers@digitalalberta.com