

Recruiting Leaders

POSITION PROFILE Chief Executive Officer



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the **vogel** group

CHIEF EXECUTIVE OFFICER
Psychologists' Association of Alberta

▼ **COMPANY OVERVIEW**

The Psychologists' Association of Alberta (PAA) is the voice of, and for, psychology in Alberta. They are the voluntary body that advocates for psychology in Alberta, informs the public and the media, and advocates for consumers of psychotherapy, psychological, and mental health services.

The Mission of the PAA is to advance the science-based profession of psychology and to promote the well-being and potential of all Albertans.

The Vision of the PAA is that the organization & its members are recognized leaders in enhancing the psychological health of all Albertans.

PAA provides professional development and networking opportunities for members, have an active communications strategy, and operate a province-wide referral service. They support many initiatives that seek to enhance psychological health and wellness in our province.

Since 1996, PAA has been the primary professional association for Albertan psychologists. We are a separate organization from the College of Alberta Psychologists [CAP]. CAP is the regulatory body for the profession in the province.

For more information on PAA please visit www.psychologistsassociation.ab.ca

▼ **THE ROLE**

Reporting to the Board of Directors, the Chief Executive Officer (CEO) is responsible for the successful leadership and management of the Association according to the strategic direction set by the Board. The CEO will have a strong understanding of the mental health landscape in Canada ensuring their ability to effectively advocate and collaborate with a wide range of stakeholders for the advancement of the science-based profession of psychology and the promotion of the well-being and potential of all Albertans.

The incumbent will have strong financial acumen and human resources experience to manage the day-to-day functions of the role. Strong change management skills and building, developing and maintaining relationships with key internal and external stakeholders are imperative to ensure the success of PAA.

This seasoned candidate will be a strong communicator who is an effective delegator that can mandate change to ensure the Association has relevant growth and financial stability.

The position is based in Edmonton.

Key Responsibilities

Executive Leadership

- Provide initiative and assistance to the Board of Directors in setting annual goals and facilitating the achievement of these goals.
- Assist the Board with short- and long-term planning.
- Plan programs and services based on Board priorities.
- Develop recommendations on PAA policy matters of concern to PAA for approval by the Board.
- Oversee and implement PAA policy established by the Board.
- Attend PAA Executive Committee and Board of Directors meetings. The CEO does not vote at any Association Board, Committee or Task Force meeting.
- Act as an advisor to the Board and to all Board Committees and Task Forces.
- Provide liaison between the Board of Directors and the Committees of the PAA.
- Oversee and implement PAA policy established by the Board.
- Keep the Board informed about the affairs of the Association and provide the Board with regular, written reports on activities of the CEO.
- Provide a year-end CEO report to the Annual General Meeting.
- Provide year-to-year continuity for the Association.
- Oversee and implement PAA policy established by the Board.

Human Resources Management

- Build and maintain positive working relationships with the staff, members and the Board.
- Manage employee onboarding, conduct performance evaluations and be a mentor to effectively coach and lead staff.
- Conduct interviews for staff that are aligned with PAA objectives.
- Stay current with federal and provincial laws and regulations to ensure PAA adheres to all employment policies.
- Oversee the implementation of human resources policies, procedures and practices as approved by the Board.

Financial Management

- Collaborate with PAA staff/PAA Treasurer and the Finance Committee to prepare a comprehensive annual budget and monthly financial reports to the Board of Directors.
- Oversee bookkeeping and accounting procedures completed by staff; provide approvals and sign off on monthly accounts such as accounts payables, receivables, and all bank account reconciliations.

Risk Management

- Proactively identify and manage risks that are/may be relevant to PAA.
- Manage social media messaging to maintain company's positive image and implement policies to control risk.

Relationship Building

- Establish and maintain good working relationships with all member districts, staff, Board members, Committee members and other professional organizations.
- Represent PAA at meetings of psychological groups including the Council of Professional Associations of Psychologists (CPAP), the Practice Directorate of the Canadian Psychological Association, the College of Alberta Psychologists (CAP), the Practice Leadership Conference of the American Psychological Association and University/College departments of psychology/educational psychology.
- Coordinate PAA's legislative agenda and policies with other professional associations and oversee any media or public relations events regarding professional psychological practice issues.
- Represent the PAA to Government Agencies, legislative bodies, and other appropriate decision-making authorities, and assist the Board with written responses to Government Departments.
- Serve as a respected representative/community liaison for the association to its members, the media, the general public, and other external parties.
- Ensure that all website content and social media platforms are current. Enhance the PAA brand to reach new demographics.

Operations Management

- Prepare meeting minutes within one week to the Board following meetings and provide supporting materials at least one week in advance of meetings.
- Draft policies for the approval of the Board and prepare procedures to implement the organizational policies. Review current/existing policies annually and recommend changes as required.

- Manage expenditures to ensure that annual budgets are maintained.
- Support the smooth running of subcommittees of the Board.

Communications

- Oversee the revision and development of new information pamphlets regarding psychology and career information packages.
- Oversee the PAA referral service.
- Marketing the profession, the association, and the referral service
- Increase public awareness of psychology and its benefits, to include: Psychology Month, Career Fairs, School and Public presentations, Psychological Services Fund, and Public workshops/seminars/presentations.
- Coordinate political and professional advocacy activities.
- Monitor federal, provincial, civic and regulatory decisions affecting the practice of psychology and recommend appropriate actions to the Board of Directors.

▼ **THE CANDIDATE**

The successful candidate is an exceptional leader with a strategic mindset who is able to establish and maintain positive working relationships with others, both internally and externally to achieve the goals of the organization.

Core Competencies

- A proven track record of effective advocacy and collaboration with a broad spectrum of stakeholders, preferably within a regulated environment.
- While not a requirement, PAA would strongly prefer the CEO to be a Registered Psychologist, preferably at a Doctorate level.
- A champion for the practice of psychology with strong advocacy public relations skills and experience.
- Strong written and verbal communication, with an ability to communicate with stakeholders at various levels.
- Strong change management skills and an ability to pivot when required to help the organization adapt as required to achieve organizational goals.

Personal Characteristics

Communication. You are able to communicate effectively with all levels of the organization and solicit feedback. You articulate messages in a way that is easily understood and adjust your communication content and style to meet the needs of diverse stakeholders.

Decision Quality. You can make effective decisions based upon incomplete information. You seek information and alternative viewpoints to make the best possible decisions from viable sources and skillfully separate opinions from facts. You are respected by others for displaying superior judgement and make timely and well-informed decisions.

Directs Work. You convey clear performance expectations and follow up consistently with stakeholders. You delegate work in a way that empowers ownership. You track how work is completed without micromanaging and you are able to delegate the right assignments to staff to provide stretch opportunities and keep the team engaged.

Manages Complexity. You analyze multiple and diverse sources of information to define problems accurately before developing solutions. You are able to determine what is relevant and what is unimportant or less important when observing complex situations.

Strategic Mindset. You are a visionary and able to articulate scenarios and strategies and you formulate a clear strategy and map steps to develop and implement the Association's strategic goals.

Drives Results. You set goals, have high standards and you are deadline driven. You push for results and you share and celebrate your successes. You ensure that things are done right the first time and you mentor and motivate your team positively to meet all obligations.

Financial Acumen. You have the ability to transform financial information into regular business terms so you can effectively communicate quantitative and qualitative information. You understand how to identify and monitor key financial indicators to gauge performance, and you are able to identify trends. You understand how the Association generates and accounts for spending and the management of money. You execute plans and develop new processes to improve the financial health of the organization.

Manages Conflict. You anticipate conflict in advance of situations based on the knowledge of interpersonal and group dynamics. You manage conflict so it does not disrupt the organization and defuse high-tension situations effectively. You collaborate with internal and external stakeholders when required and seek alternative solutions. You find a common ground and ensure that everyone is heard.

We understand and appreciate our clients' ever-increasing desire for candidates to reflect the communities in which they work and live. The Vogel Group is committed to inclusivity and diversity as we search for outstanding leadership talent for our clients.

We encourage candidates of all ethnicities, cultural backgrounds, physical challenges, sexual orientations, and identifications to feel confident in exploring and declaring candidacy for any of our search assignments.

▼ **For more information or to apply, please contact:**

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The Vogel Group is a leadership search firm with offices in Alberta and Ontario conducting national searches for a wide range of clients. We work with like-minded organizations that value a partnership based on integrity, authenticity and an unwavering commitment to excellence.