



# ALBERTA SOCCER ASSOCIATION

*The Governing Body of Soccer in Alberta*

9023 111 Avenue  
Edmonton, AB T5B 0C3

Ph: 780 474 2200  
Fax: 780 474 6300



September 11, 2017

## **POSITION POSTING – EXECUTIVE DIRECTOR**

The Alberta Soccer Association (ASA) is excited to post the position of Executive Director and looks forward to receiving applications for this position. A brief description of the ASA and the position can be found below and the complete Executive Director job description can be found in the appendix.

### **ALBERTA SOCCER ASSOCIATION**

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The Alberta Soccer Association is the largest individual sports association in Alberta with close to 100,000 registered members. Alberta Soccer, in collaboration with its membership and partners, strives to create a centre of excellence for the game, providing opportunities for all players to reach their full potential.

### **PURPOSE OF THIS POSITION**

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The Executive Director is responsible for the successful leadership and management of the ASA per the strategic direction set by the Board of Directors (Board).

### **REPORTING RELATIONSHIP**

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The position reports directly to the President and indirectly to the Board of Directors.

### **AUTHORITY**

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Within such limits such as may be established by the Board of Directors and within the normal governance and operational policies of the Association, the Executive Director is empowered with the stewardship of the operations of the ASA.



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## LOCATION

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This position will work full time out of the Alberta Soccer in Edmonton.

### **SALARY WILL BE COMMENSURATE WITH QUALIFICATIONS, EXPERIENCE & INDUSTRY STANDARDS**

The Alberta Soccer Association looks forward to hearing from all interested candidates.

Sincerely,

Shaun Hammond  
President, Alberta Soccer Association

**To apply please submit a cover letter and resume by mail, e-mail or fax to the Alberta Soccer Association, Attn: Shaun Hammond, by no later than September 25, 2017. PM.\*\***

\*\* Please submit with subject *APPLICATION, ALBERTA SOCCER ED APPLICATION*

*Mailing Address*

Alberta Soccer Association  
9023 111 Avenue NW  
Edmonton, AB T6B 2M9  
Attn: Shaun Hammond

*E-mail*

[president@albertasoccer.com](mailto:president@albertasoccer.com)

*Fax*

(780) 474 6300



## **Position Charter / Job Description**

### **Title – Alberta Soccer Association (ASA) Executive Director (ED)**

#### **PURPOSE OF THIS POSITION**

The Executive Director is responsible for the successful leadership and management of the ASA per the strategic direction set by the Board of Directors (Board).

- Identify, assess, inform and make recommendations to the Board on internal and external issues that affect the association.
- Foster effective team work through the President between the Board and the Executive Director and between the Executive Director and staff.
- Conduct official correspondence on behalf of the Board in a timely manner.
- Maintain and develop the association's image and reputation, and protect and develop the association's brand via suitable media and Public Relations activities.
- Represent the Association within the soccer community and develop working relationships with the ASA Membership.
- Working within the Board's strategic direction, develop and implement strategies for operational management and development to meet agreed organizational performance goals within agreed budgets and timelines.
- Support the growth of the ASA, including proper day-to-day financial oversight of the ASA.

#### **REPORTING RELATIONSHIP**

The position reports directly to the President and indirectly to the Board of Directors

#### **AUTHORITY**

Within such limits as may be established by the President and within the normal operating procedures and policies of the association, the ED, using sound business judgment, is empowered with the stewardship and accountability for their area of responsibility.

#### **ACTIVITIES/DUTIES**

##### **A. Program Planning and Management**

1. Oversee the planning, implementation and evaluation of the association's programs and services.
2. Ensure that the programs and services offered by the association contribute to the association's mission and reflect the priorities of the Board.
3. Monitor and manage the day-to-day delivery of the programs and services of the association to maintain, improve quality and prevent escalation of risks.
4. Oversee the planning, implementation, execution and evaluation of special projects.
5. Maintain understanding of key market drivers, issues and carry out market research and district surveys.
6. Ensure all website content is current, follows usability industry standards, builds association brand and clearly states the association's programs and value propositions.
7. Establish good working relationships and collaborative arrangements with community groups, fund providers, municipal, provincial and federal politicians, and other public organizations to help achieve the



goals of the association.

8. Oversee the external marketing and branding activities of the association.

#### B. Operations Management

1. Ensure that the operation of the association meets the expectations of its districts, Board and Fund Providers.
2. Provide support to the Board by preparing meeting agenda, minutes and supporting materials within one week following meetings and at least one week in advance of meetings.
3. Draft policies for the approval of the Board and prepare procedures to implement the organizational policies; review existing policies on an annual basis and recommend changes to the Board as appropriate.
4. Ensure activities meet with and integrate with organizational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.
5. Ensure that personnel, district, donor and volunteer files are securely stored and privacy/confidentiality is maintained.
6. Manage and control departmental expenditure within agreed budgets.
7. Develop metrics for recording and measuring effectiveness and efficiency of district support; rely on knowledge of both districts processes/requirements and association's services; and consult with districts to identify add-on support services and non-fee based revenue opportunities.
8. Maximize the use of available technology to advance the interests of the Association
9. Maintain awareness and knowledge of contemporary operational development theory and methods and provide suitable interpretation to directors, districts and staff within the association.

#### C. Risk Management

1. Working with the ASA Accountant, identify and evaluate the risks to the association's members (district, staff, management, volunteers), property, finances, goodwill, and image and implement measures to control risks.
2. Ensure that the Board and the association carries appropriate and adequate insurance coverage.
3. Ensure that the districts, Board and staff understand the terms, conditions and limitations of the insurance coverage.
4. Oversee the proper application of the Association Harassment and Privacy policies as approved by Board.

#### D. Reporting

1. Conduct staff meetings and inform the Board through the President on performance.
2. Monitor and report on activities and provide relevant management information to the Board.
3. Lead all reporting preparation for District Planning Meetings and the Annual General Meeting.

#### E. Human Resources

1. Determine staffing requirements for organizational management and work with the ASA Technical Director and ASA Accountant to determine staff requirements for program delivery. Determinations are to be reported to the Board for approval.
2. Oversee the implementation of the human resources policies, procedures and practices as approved by The Board.
3. Establish a positive, safe, healthy corporate/team environment that is conducive to high morale and



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- satisfactory interaction between all employees.
4. Recruit, interview and select staff that have the right technical and personal abilities to help further the association's mission.
  5. Ensure that all staff receives an orientation to the association and that appropriate training is provided.
  6. Follow the performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review.
  7. Coach and mentor staff as appropriate to improve performance.
  8. Discipline staff when necessary using appropriate techniques; release staff when necessary using appropriate and legally defensible procedures.
  9. Participate in ongoing personal training and/or performance improvement plans as required.
  10. Liaise and attend meetings necessary to perform duties and aid business and organizational development.

## F. Financial

1. Work with the ASA Staff and Finance Committee to prepare a Comprehensive Budget
2. Work with the Board and Staff to secure adequate funding for the operation of the association.
3. Work with the ASA Accountant and research funding sources, oversee the development of fund raising plans and write funding proposals to increase the funds of the association.
4. Participate in fundraising activities as appropriate.
5. Approve expenditures within the authority delegated by the Board.
6. Ensure that sound bookkeeping and accounting procedures are followed by signing monthly Accounts.
7. Prepare monthly income statements and balances sheets for the Finance Committee and Quarterly Reports for the Board.
8. Oversee the successful Audit of the Association annually.

Note: The ED will be required to undertake tasks and activities up to their level of competence associated with any of the above processes.

## KEY DELIVERABLES

- Meet and exceed duties outlined above.
- Sparring partners are Technical Director and ASA Accountant.
- Comply with all ASA provided policies and procedures.
- Responsible use of association assets.

## QUALIFICATIONS

- A. Education
  - a. Work requires a University / College Degree in a suitable Discipline and/or significant work experience relevant to non-profit operations and management
- B. Knowledge, skills and abilities
  - a. Knowledge of leadership and management principles as they relate to non-profit/ voluntary organizations.
  - b. Knowledge of federal and provincial legislation applicable to voluntary sector organizations
  - c. Knowledge of current provincial challenges and opportunities relating to the mission of the association.



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- d. Knowledge of human resources management, financial management and project management
  - e. Superior communication (written & verbal) skills are essential for this high-profile position.
  - f. Information systems capabilities and an appreciation for the data which will be required to make meaningful management decisions.
  - g. Preferably five or more years of progressive management experience in a voluntary sector organization.
- C. Working Conditions
- a. The Executive Director usually works in an office environment, but the mission of the association may often take them to nonstandard workplaces.
  - b. There are 11 full time staff and multiple part-time under the management of the Executive Director.
  - c. The Executive Director manages a standard work week and will be expected to work evenings and weekends as necessary to fulfill the goals of the position.
  - d. Time off in lieu is exercised as agreed upon by the President.
- D. Proficiency in the use of computers for:
- a. Microsoft Office, including Office 365
  - b. Financial management (ACCPAC)
- E. Personal characteristics
- The Executive Director should demonstrate competence in some or all of the following:
- a. Adaptability: Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
  - b. Behave Ethically: Understand ethical behavior and business practices, and ensure that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.
  - c. Build Relationships: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
  - d. Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
  - e. Creativity/Innovation: Develop new and unique ways to improve operations of the organization and to create new opportunities.
  - f. Focus on Client Needs: Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.
  - g. Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
  - h. Lead: Positively influence others to achieve results that are in the best interest of the organization.
  - i. Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization.
  - j. Organize: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
  - k. Determine strategies to move the organization forward, set goals, create and implement action plans, and evaluate the process and results.
  - l. Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
  - m. Think Strategically: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the organization.
  - n. Passion for non-profit and/or non-profit sport