

JUNO BEACH CENTRE

Executive Director, Juno Beach Centre Association

The Organization

The Juno Beach Centre Association (“JBCA”) is a registered Canadian charity, which owns and operates the Juno Beach Centre (“JBC”), Canada’s only museum on the D-Day Landing beaches in Normandy, France. Governed by a Board of Directors, the JBCA is dedicated to the preservation of the memory of Canada’s veterans who made the ultimate sacrifice for their country and to educating future generations about the role Canadians played in preserving the freedoms we are privileged to enjoy. For further information see www.junobeach.org.

The JBCA is searching for a new Executive Director, based out of its Canadian office in Burlington, Ontario.

Reporting to the President and Executive Committee of the Board of Directors, the Executive Director has overall responsibility for operational management of the JBCA, its office and staff in Canada. They work closely with committees of the Board, the staff at the JBC in France, and other key stakeholders to ensure that strategic plans are implemented. They also manage the development of the Juno Beach Centre brand to drive awareness across Canada in a variety of tourism, business, educational, and military sectors, as well as the development of communications strategies and programs to carry the JBCA’s messages domestically and abroad. The Executive Director manages Canadian programming and initiatives that drives visitor traffic to the JBC and maintains strong working relationships with JBC staff.

The successful candidate is creative, driven, and connected with like-minded organizations in public, private, and non-profit sectors. They have sound leadership, management, fundraising, and administrative skills earned in a highly entrepreneurial business or non-profit setting. They have a good working knowledge of general accounting practices for non-profit organizations, as well as a background in marketing, communications, and event management. An ability to communicate effectively in both of Canada’s official languages is essential to this role.

They have a passion and vision for the JBCA, a commitment to bold innovations to help define the JBCA for a new 21st century Canadian and European experience, and a dedication to promote the JBC as a “Destination of Distinction” and “Pilgrimage Destination” for Canadians.

General Responsibilities:

- Lead operational and financial management of the Association in Canada, including the preparation of annual budgets and strategic plans
- Lead business development aimed at fundraising and the development of other resources necessary to support the Association’s mandate, including donor stewardship programs, corporate sponsorships, government and foundation grant applications
- Lead the development, implementation, and evaluation of the Association’s national programs and outreach initiatives
- Lead the development and execution of all communications, marketing, events, and special projects as outlined in the annual strategic plan
- Oversee financial reporting, government relations, and board governance
- Manage the effective administration of the Association’s Canadian operations, including the hiring and supervision of support staff and volunteers

Professional Qualifications

- University degree in a relevant field such as public administration, communications, education, history, tourism, museum studies or marketing; or equivalent combination of professional experience and education related to the responsibilities of the position
- Five or more years of senior non-profit management experience, including experience developing strategic plans and managing budgets
- Knowledge of fundraising strategies and donor relations
- Experience managing large-scale communications and marketing campaigns, event planning, and media relations
- Proven ability to build and foster strategic relationships and partnerships
- Background or interest in Canadian history, military history, or education
- Strong knowledge of social media and digital communications

Skills and Attributes

- Exceptional oral and written communications, and strong interpersonal skills, including an ability to work with senior leaders in business, government, military, and community organizations
- Success in managing or coordinating fundraising or securing corporate sponsorships
- Ability to interpret and develop financial information (e.g., budget planning, monitoring and reporting)
- Proven ability to successfully develop and implement programs
- Excellent planning, organization and problem-solving skills
- Management excellence including overseeing and motivating virtual teams
- Solid knowledge of Microsoft Office program, database management tools, and working knowledge of website development (WordPress) and maximizing social media platforms (Twitter, Facebook, LinkedIn, etc.)
- Familiarity or experience with the travel industry and the Canadian education sector is considered an asset

The successful candidate is expected to be available evenings and weekends to represent the organization at public events, as well as travel within Canada and Europe.

This position requires the use of both official languages, with an advanced level in oral and reading comprehension and an intermediate level in writing.

Application Process

If you have a passion and respect for Canada's veterans and their contribution to our society and would like to make your mark in the growth of a nationally focused non-profit organization, please submit a letter of interest, resume, and three references to Veronica Laxamana at vlaxamana@junobeach.org with "Executive Director – Name" in the subject line. Please include salary requirements in the letter of interest.

Interviews will begin mid-April and applicants will be reviewed as they are received. We encourage candidates to submit their applications as soon as possible.