



# SOUL OF THE CITY

240-2300 Dewdney Ave  
Regina, SK, S4R 1H5

Position Title: **Executive Director**

Reporting To: **Board of Directors**

### **About the Warehouse Business Improvement District:**

Regina's Warehouse Business Improvement District (RWBID) encompasses 80 blocks of the City of Regina bounded by 4th Ave on the north, South to the CP Railyard and between Winnipeg Street to Albert Street. We are a non-profit organization representing a community of nearly 600 businesses, most of them locally owned and operated. Any business located in the area is automatically considered a member of Regina's Warehouse District. We aim to benefit our members by focusing on membership engagement, branding the District, advocacy and fostering investment, and community development.

### **The Ideal Candidate:**

The ideal candidate for the role embodies a unique blend of visionary leadership, innovative thinking, and adaptability. They are adept at fostering collaboration among diverse stakeholders – from local businesses and government entities to artists, brewers, retailers, and community members alike. With a strong entrepreneurial spirit, the candidate will promote economic vibrancy and community cohesion. Their exceptional communication skills enable them to comfortably address the public, government officials, and the media, both on public platforms and behind the scenes. Resilient and adaptable to change, they navigate the dynamic challenges of an urban environment with enthusiasm and steadfast commitment to achieving sustainable and inclusive growth.

### **Job Description:**

The Executive Director is the principal officer of the organization and is responsible for the overall strategy development, administration, financial management, and branding for the District. The Executive Director reports to a volunteer Board of Directors and oversees an annual budget of \$500,000+.

### **Executive Director Responsibilities:**

#### **Strategy Development and Execution**

- Works with the Board to establish strategic plan/priorities and corresponding metrics.
- Develops and executes detailed action plan for strategic plan/priorities.
- Monitors progress of strategy and proposes any changes prompted by circumstances or opportunities.

#### **Leadership and Administration**

- Team leadership of staff and volunteers including hiring and performance management.
- Ensures efficient and effective day-to-day operations with team.
- Provides strong Board support including; facilitating effective and efficient board meetings, and the preparation and timely distribution of board and sub-committee agenda packages.
- Ensures BID bylaws, policies, and procedures are current and updated as required.
- Undertakes and oversees the preparation of correspondence related to business operations, grants, reports, etc.
- Ensures database of mailing lists and contact information of key stakeholders remains current.

#### **Financial Affairs and Risk Management**

- Oversees all financial management and tracking, including reporting and purchasing.
- Prepares budget for Board approval within City of Regina's required timelines.
- Ensures any unanticipated expenditures or necessary changes to budgets are brought to the Board's attention and for approval where necessary.

#### **Marketing, Stakeholder Relations and Communications**

- Establishes strong relationships with District Members to understand their concerns, needs, and aspirations.
- Establishes strong relationships with key community stakeholder(s) including but not limited to: local politicians, City Administration, Economic Development Regina, Regina Downtown BID, Tourism, and international BID association.
- Serves as spokesperson for the organization and responds to inquiries from the Board, media, public, and membership.
- Represents the BID at community activities and engagement sessions.
- Oversees development and implementation of all marketing programs and social media presence to ensure a strong brand for the organization.
- Responsible for organizing, facilitating, and/or supporting events that generate vibrancy and economic spin-off within the District.

#### **Advocacy and Policy Oversight**

- Identify policies, regulations, legislation, etc. affecting the District, primarily at the municipal level, and ensure positions on issues are endorsed by the Board.
- Work with appropriate administrative and political personnel to advance the established interests of the organization including proactively identifying policy needs of the organization and working with Board/sub-committees to recommend changes where appropriate.
- Work with members and community associations to continually bolster the Brand of the organization.

#### **Preferred Knowledge and Skill Sets**

- Degree or certificate in business, public administration, marketing, city planning, or similar area.
- Proven experience in leading teams, working with stakeholders, and fostering collaborative environments.
- Financial acumen and experience preparing and managing budgets and reporting.
- Excellent communication, interpersonal, and organizational skills.
- Ability to work effectively with public servants and elected officials and be a confident public speaker.
- Entrepreneurial and positive in nature with a forward-thinking mindset.
- Familiarity with Warehouse District and Regina in general with a keen interest in place-making and urban development.