



Job Advertisement - Executive Director, SHORE Centre

For over 50 years, SHORE Centre has been Waterloo Region's trusted resource for sexual health education, pregnancy options support, and clinical services. We are dedicated to fostering a community that values sexuality, diversity, and choice.

As the Executive Director, you will report directly to the Board of Directors, taking the lead in shaping SHORE Centre's strategic direction while managing day-to-day operations. You'll oversee a talented team, champion community engagement, and ensure our mission continues to thrive, growing our presence and making a difference in the lives of those we serve.

Our Values

At SHORE Centre, our values are the foundation of everything we do. We seek an Executive Director who not only shares but exemplifies these principles, ensuring they are reflected in our work and organizational culture:

- **Accessible:** We aim to create programs and services that are welcoming to all and free from barriers.
- **Inclusive:** We celebrate diversity, respect lived experiences, and foster a sex-positive, gender-affirming environment.
- **Accurate:** We provide evidence-based, best-practice programs and services, informed by both research and lived experience.
- **Courageous:** We advocate fearlessly for bodily autonomy, defend choice, and adapt to evolving policy and system changes.

We are looking for a dynamic, team-oriented leader who values collaboration, transparent communication, and fostering a positive organizational culture. The ideal candidate will support a work environment that celebrates diversity, ensures professional growth, and prioritizes staff well-being.

Initial Priorities for the Executive Director

In the first few years, the Executive Director will be focused on the following key areas:

- Oversee the transition to a new location, with a target timeline of before March 2026.
- Lead the development of a bold new marketing and donor strategy to strengthen community engagement and fundraising efforts.
- Drive the implementation of SHORE Centre's new 3-year strategic plan, ensuring alignment with the organization's mission and long-term goals.

Culture & Leadership

- The ideal Executive Director will demonstrate an unwavering commitment to SHORE Centre's mission, values, staff, and clients. We are looking for a leader with proven experience in mentorship, relationship management, and strategic guidance, who can inspire and support our dedicated team

in advancing the organization's vision. This individual will be instrumental in fostering a positive, inclusive work environment, ensuring that SHORE Centre continues to thrive and deliver on its mission to the community.

- Oversee SHORE Centre's programs and services, identifying opportunities to enhance community impact and uphold SHORE Centre's mission. Foster a values-driven culture, ensuring that our dedication to diversity, inclusivity, and positive staff relationships is reflected in all aspects of the organization.

Community Liaison/Outreach

- Act as SHORE Centre's primary spokesperson, representing the organization at community events, in the media, and in all public relations efforts.
- Cultivate and strengthen relationships with local, provincial, and national stakeholders, including key community partners, funders, and organizations.
- Develop and implement a government relations strategy to advocate for SHORE Centre's mission, maintaining communication with regional, provincial, and federal politicians.
- Promote SHORE Centre as a leader in reproductive health care, sexual health education, and gender-affirming care, both locally and nationally.
- Oversee and strategically guide SHORE Centre's social media presence, ensuring alignment with the organization's mission, values, and goals.

Operations

- Oversee the development and management of SHORE Centre's multi-year budget, ensuring financial health and sustainability.
- Oversee and assess the status of fundraising programs and grant applications, ensuring alignment with the organization's financial goals.
- Cultivate and maintain strong relationships with major donors, prospective supporters, and Friends of SHORE to ensure ongoing financial support.
- Foster and sustain relationships with key funders to secure long-term financial backing for SHORE Centre's programs and initiatives.
- Oversee people management of both staff and managers, including performance management.

Board of Directors and Committee Responsibilities

- Communicate regularly and transparently with the Board of Directors, providing timely and accurate information to support informed decision-making.
- Collaborate with the Board to establish and review the organization's goals and objectives, ensuring alignment with the Strategic Plan.
- Actively participate in and support all Board Committees to advance SHORE Centre's mission and strategic priorities.
- Undertake any additional duties as assigned by the Board of Directors.



Qualifications - Required:

- 2+ years of experience as an Executive Director or 4+ years of progressive senior leadership experience in the non-profit or healthcare sector, with a focus on fundraising and strategic planning.
- Proven track record of securing major gifts, managing annual campaigns, and leading successful fundraising events and programs.
- Strong financial oversight and multi-year budgeting experience, with knowledge of CRA regulations and compliance requirements.
- Ability to operationalize strategic objectives into actionable annual business plans.
- Experience working with a Board of Directors and providing strategic guidance and operational support.
- Demonstrated ability to recruit, mentor, and develop high-performing teams, as well as manage performance issues.
- Strong communication skills (verbal, written, and presentation) to engage diverse stakeholders.

Preferred Knowledge and Attributes

While not required, the following qualities are highly valued, and we recognize that candidates may bring different strengths, experiences, and perspectives. If you have any or all of the attributes listed below, we strongly encourage you to apply:

- A strong understanding of sexual health, reproductive rights, and gender-affirming care, with experience in issues related to bodily autonomy, consent education, and LGBTQ2S+ inclusion. This will support SHORE Centre's advocacy efforts and community engagement.
- Dedication to serving diverse communities, and building or deepening the organization's partnerships within the KW community.
- Experience working with a Board of Directors and the ability to cultivate strong, collaborative Board relationships.
- Proven experience in activism or public relations, with a track record of engaging a wide range of stakeholders.
- Strong written and verbal communication skills; the ideal candidate will be a persuasive, passionate communicator.
- Action-oriented, adaptable, and innovative in planning and implementing programming.
- Idealism, integrity, and a positive "can-do" attitude.

Work Environment & Location

This is an in-person role. The Executive Director is required to be on-site at either of SHORE Centre's local locations, with additional in-person presence (when required) for meetings, events and operational needs.

Salary

Salary is \$95,000 - \$110,000 per year.



Benefits

SHORE Centre is proud to offer a comprehensive benefits package and ongoing professional development opportunities. This position includes four weeks of vacation per year, plus additional Wellness Days.

Working Conditions

Regular office hours are 9:00-4:30 pm with a half-hour unpaid lunch. Flexibility is required for after-hours events and meetings however there will usually be advance notice.

This position requires long periods of sitting, although there are opportunities to stand and stretch. There are also long periods of focused attention as well as the use of screens. This position requires travel within the KW area to attend community events, meetings, and visit all SHORE Centre sites, as well as occasional inter-provincial travel to conferences as needed.

Currently our office and our clinic are located on the first floor of accessible buildings, and we have an in-suite accessible, gender-inclusive washroom. We are a low/no-scent environment; however, we use cleaning agents regularly for our in-house clinic.

How to Apply

SHORE Centre values the diverse and intersectional identities of its clients, staff, and Board. We regard barrier-free equity and diversity as an integral part of our work, and we are committed to accessibility for all. In accordance with our feminist, anti-racist, and anti-oppressive framework, we are committed to the development of an organization that reflects the communities that we serve. We actively encourage applications from members of groups with historical and current barriers to equity. SHORE Centre is committed to accessibility for persons with disabilities. Accommodations are available upon request throughout the recruitment process to ensure a fair and equitable experience for all candidates. If you require any accommodations, please contact Lianna Sanelli at president@shorecentre.ca.

Please submit a one-page cover letter and two-page resume to Lianna Sanelli at president@shorecentre.ca no later than Monday, March 3, 2025 at 11:59 pm.

We appreciate all applications and thank you for your interest in the SHORE Centre. Only those selected for an interview will be contacted.

