

## **The Opportunity**

We are seeking a leader who can pick up the reins and drive continued growth for our organization. If you are motivated to help build our community presence, lead and drive our strategic direction, increase revenue, lead a small, yet awesome employee team, and a dedicated group of volunteers, we would love to hear from you.

## **Who we are**

The Victoria Therapeutic Riding Association (VTRA) is a registered charity with the mission to enrich the lives of children and adults with disabilities through the provision of therapeutic horseback riding programs and other equine related activities.

VTRA started in 1989 as a small volunteer run organization with no permanent location, borrowed horses and a dream of providing therapy and recreation to individuals with special needs. Today VTRA has a long-term lease on its own facility, 12 specialised therapy horses, 7 part-time staff, 200 volunteers and a reputation for providing a high quality and valuable service to over 180 participants from the Greater Victoria Community. VTRA is the only Canadian Therapeutic Riding Association accredited facility in the CRD.

VTRA does not receive government or core funding; our budget of \$300,000 is raised by the generous support of charitable foundation grants, individual private donors, and various fundraising events throughout the year. These funds help offset the costs of the programs and keep riding fees low so that even the most vulnerable families can afford this unique and valuable therapeutic activity.

## **What you will be responsible for**

### *Revenue Generation Leadership*

- Driving continued revenue growth
- Building upon VTRA's community presence
- Building and maintaining strong strategic partnerships and relationships
- Expanding funding sources and leading revenue generating initiatives
- Writing proposals and grant applications

### *Strategic Leadership*

- Presenting ideas to the board for VTRA's strategic goals and objectives
- Creating an annual business plan to deliver on strategic objectives
- Identifying strengths, gaps and risks
- Managing social media presence

### *People leadership*

- Maintaining a positive & productive work environment
- Recommending staffing and salary requirements
- Coaching and directing team members
- Developing work and performance goals

### *Financial leadership*

- Budget preparation, monitoring and reporting
- Managing bookkeeping

### *Program Leadership*

- Providing leadership and oversight to program development and operations

### **What you bring**

- The motivation and social skills to be the external face of VTRA
- Proven experience in leading successful contemporary revenue generation initiatives
- Successful experience creating a positive working environment and leading a team
- Proven experience in creating and leading a vision and strategic direction for a small organization
- A highly organized approach to juggling the multiple demands of being both an externally focused leader while successfully leading a team and the operations of such an important program
- A can do, positive attitude, creative thinking, and an ability to put ideas into action
- Post-secondary education
- Excellent written and verbal communication

### **What we offer**

- A competitive salary
- Full time, flexible working hours (some weekends and evenings required)
- An opportunity to grow and develop VTRA
- An opportunity to grow and develop your skill set and network
- An opportunity for you to initiate ideas
- An opportunity to work with a great team of staff, volunteers, and board members
- And most importantly, an opportunity to make a huge difference in our community

### **Your application**

Please send your current CV and cover letter by **September 20, 2019**, addressed to Chair of Hiring Committee at: carolh@vtra.ca