

Position Profile

Executive Director

Reports To: Provincial Executive
Organization: Manitoba School Boards Association
Date: June 2026

ABOUT MANITOBA SCHOOL BOARDS ASSOCIATION

The Manitoba School Boards Association (the Association) is the collective voice of Manitoba's public school boards, representing democratically elected trustees responsible for governing public education across the province. The Association advocates for strong public education, effective governance, and equitable outcomes for students and communities.

The Association supports its members through a wide range of services, including advocacy, policy development, research, communications, professional development, labour relations and human resources, risk management, and employee benefits. It works collaboratively with governments, education partners, Indigenous communities, and the public, and is committed to advancing equity, diversity, inclusion, and reconciliation within Manitoba's education system.

Enabled through provincial statute, the Association advances public and local education in Manitoba and supports effective governance by member boards. Membership is voluntary and includes public school boards, whose roles are defined by legislation, as well as affiliate members with aligned governance responsibilities. Acting in an advisory and support capacity, the Association delivers programs and services in areas such as collective bargaining, trustee education, and governance and policy advocacy—matters that often carry financial, legal, and public implications for school boards and the broader education system.

ABOUT THE EXECUTIVE DIRECTOR

Reporting to the Association's Provincial Executive, the Executive Director serves as the Chief Executive Officer of Manitoba School Boards Association, responsible for advancing the Association's strategic directions and goals, overseeing the development and delivery of member programs and services, and ensuring the effective administration and financial management of organizational resources in accordance with established policies and procedures. The Executive Director provides leadership and support to the Association's governing body and represents MSBA with education partners, government, and external stakeholders. The role includes oversight of member services and supports, as well as accountability for the management of the Association's human, financial, and physical resources. The Executive Director leads and supports professional and support staff across all program areas, monitors programs and services on an ongoing basis, and regularly reports to the Provincial Executive on performance, emerging issues, and evolving priorities. The position also carries overall responsibility for the Association's operations, including

oversight of key programs and entities such as the Manitoba Schools Insurance Program, the Manitoba Universal Standards Trust, the Manitoba School Employee Benefits Trust, and the Manitoba School Boards Pension Plan for Non-Teaching Employees.

KEY LEADERSHIP ACCOUNTABILITIES

Accountability 1: Governance

- Provide support and technical expertise to the Provincial Executive in the identification and articulation of Association directions, priorities and goals;
- Plan and organize new member orientation, Executive planning retreat, Executive meetings and regional meetings in consultation with Provincial Executive;
- Implement strategic directions set by Provincial Executive and monitor and report progress on achievement of these directions to the Provincial Executive a regular basis;
- Consult regularly with the President and, where appropriate, other Executive Officers on matters regarding the affairs of the Association;
- Inform and advise the Provincial Executive with regard to educational governance, and policy issues and Association operations.

Accountability 2: Representation and Advocacy

- Lead and advise the Association's engagement with Manitoba education partners, government departments and representatives, elected officials, community agencies and the media on topics and issues relevant to school board governance and to the Association's stated directions and goals;
- Provide strategic oversight of the Association's advocacy agenda, guiding the development of lobbying strategies and ensuring appropriate support is in place for the efforts of Provincial Executive members and member school boards;
- Oversee the Association's communications and social media presence, ensuring a timely, consistent, and credible voice;
- Serve as principal spokesperson for the organization in the absence of the President or the President's delegate;
- Cultivate and maintain effective linkages with other provincial and national education organizations and advise the Provincial Executive concerning emerging issues, developments and trends which may have relevance for public education in Manitoba;
- Represent the Association on external committees as approved by the Provincial Executive.

Accountability 3: Member Services

- Ensure that the Association and its staff facilitate regular and effective communications with member boards to inform and support local education governance;
- Oversee, support and participate in the planning, development and delivery of member-focused programs and services;
- Provide direct support to members and senior divisional administration on educational policy, governance and

administrative matters;

- Oversee the management of the Association's affiliate entities and trust organizations to the benefit of the Association's members;
- Receive public general inquiries and facilitate the provision of tailored responses and way-finding services to assist members of the public in accessing key education-related information and services;
- Monitor the external environment for opportunities and benefits to the advantage of the mandate and work of members.

Accountability 4: Human Resources Management

- Provide leadership to the Association's Senior Leadership Team (Staff Directors) in the planning and delivery of programs and services and consideration of operational issues within the Association office;
- In concert with the Association's Senior Leadership Team, oversee and manage the development of human resources within the organization;
- In concert with the Association's Senior Leadership Team, identify emerging staffing needs to meet organizational mandates and goals and advise the Provincial Executive accordingly;
- Conduct Senior Leadership Team and general staff meetings once a month or more frequently as needed, and involve staff in planning exercises to coordinate and ensure implementation of organizational goals and objectives;
- Meet monthly with Directors to monitor progress toward achievement of organizational goals and review status of member needs and services;
- Conduct performance reviews of direct reports in accordance with Association policy;
- Exercise full authority for the employment, promotion, termination and placement on grid and of all Association personnel;
- Operationalize the Association's compensation policy, while also overseeing ongoing harmonization and implementation of all Association policies.

Accountability 5: Financial and Physical Resources

- Provide executive oversight of the annual budget development process in partnership with the Chief Financial Officer, ensuring meaningful engagement of the Provincial Executive and senior staff;
- Maintain oversight of the Association's revenue and expenditure performance, ensuring financial affairs are managed in accordance with established policies and procedures;
- Report regularly to the Provincial Executive on the financial health and status of the Association and its programs;
- In collaboration with the Chief Financial Officer, oversee the security, maintenance, and upkeep of the Association's facilities and information systems;
- Provide oversight of records protection, retention, and disposition protocols, serving as custodian of all Association records and documents, including personnel, financial, human resource, legal, and other documentation;
- Serve as the chief administrative and financial signing officer, in concert with the Association President and/or designates serving as governance counterparts.

EDUCATION AND EXPERIENCE REQUIREMENTS

The ideal candidate will have a post-secondary degree in education, public administration, or a related field, along with additional training or certification in areas such as leadership, legal studies, human resource management, and communications, which are considered assets. They bring extensive knowledge of board governance and demonstrated experience working effectively with governing bodies. The role calls for proven leadership and managerial capability, supported by a track record of success in a senior leadership position. Proficiency in both English and French is considered an asset.

This individual is a confident, self-directed leader who performs well in a fast-paced, high-profile environment. They demonstrate sound judgment, strong prioritization skills, and professionalism when navigating sensitive or politically complex issues. The successful candidate is comfortable working independently while contributing as a trusted member of a senior leadership team.

COMPETENCIES:

Knowledge:

The position requires a thorough understanding of public education systems and their component parts. The Executive Director must be knowledgeable with regard to provincial education legislation and policy in Manitoba, governance processes and practices, organization theory and management, and educational trends and tendencies both provincially and nationally.

They must also have a solid understanding of the key stakeholder groups relating to Manitoba's public education system and mandates and roles as they relate to and impact education policy and governance in the province. Strong capacity to conduct research, connections within the education sector, and ability to draw from multiple information sources are an asset.

Intra and interpersonal skills:

The Executive Director must be able to lead with vision and compassion and to manage effectively in a multi-faceted, complex and politically sensitive environment. They must be able to work independently, to exercise good judgment and to demonstrate integrity in dealings with association members, staff, partners and community. Active listening, planning and priority setting, delegation, time management, teamwork, conflict mediation, negotiation, resolution skills and political acumen are necessary capacities to success in the role. The Executive Director is responsible for operationalization and modelling the Association's commitment to maintaining a respectful workplace free from harassment and violence.

Communications:

The Executive Director must possess highly developed skills in both oral and written communications. They must be a skilled listener and be able to clearly articulate Association positions and policies to trustees and divisional personnel, education partner organizations, government officials and agencies, community organizations, the general public and the media. The Executive Director must be able to convey complex issues and ideas in an easily understood fashion to these various audiences, to think quickly and to respond appropriately with regard to unexpected developments and sensitive and controversial matters.

The Executive Director must be able to develop high quality written communications and documents in a manner appropriate and accessible to the intended receiver, and to provide assistance to Association staff in this regard. As the Executive Director is often required to make public addresses and to deliver training sessions for school board members, effective public-speaking and presentation and facilitation skills are essential.

Management:

The incumbent must possess strong planning, delegation, and budgeting skills and the ability to articulate and coordinate implementation of detailed action plans to move the organization toward goal attainment in multiple areas at the same time. They must ensure the deployment of association resources in a fashion which supports the organization's goals and directions, and within budget parameters established by the Provincial Executive. As Chief Executive Officer responsible for all association staff, the Executive Director must be skilled in recruitment, selection, performance appraisal processes, and human resource management at all levels within the organization.

Diversity, Inclusion and Reconciliation:

The Executive Director must possess demonstrated experience and remain committed to advancing and implementing the key concepts of diversity and inclusion in every aspect of their duties and responsibilities. The incumbent must also demonstrate a strong commitment to promoting and championing truth and reconciliation, and working with First Nations, Métis, Inuit and other Indigenous people and communities to promote and oversee the delivery of Association programs and services that are reflective of the population that the Association's membership serves.

Deadline for Applications: Friday, July 10, 2026
Submit to Lillian Wong at Lillian.Wong@mnp.ca

Acknowledgement

The Manitoba School Boards Association is located on the original lands of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and on the National Homeland of the Red River Métis..

About Manitoba

Founded in 1870, Manitoba means “where the spirit lives” in the languages of the Indigenous people who first lived in the region. Commonly referred to as ‘Friendly Manitoba’, the province’s urban and rural communities are diverse and welcoming.

Manitoba is the province at the longitudinal center of Canada. One of the three prairie provinces, it is Canada’s fifth-most populous province with a population estimated at 1.2 million people. Manitoba has a widely varied landscape and is home to five distinct ecozones: prairie, boreal plains, boreal shield, taiga shield, and Hudson plains.

Manitoba has a high standard of living, steady economic growth, diversified industry, and high employment. Our central location and excellent air, rail, and roads make Manitoba a gateway to the rest of Canada, North America, and the world. Manitoba’s economy has a great reputation for innovation, quality, reliability, and sustainability in the national and global marketplace.

The average summer temperature in Manitoba is +26°C (79°F); the average winter temperature is -12°C (10°F)

Manitoba is fortunate to have an abundance of freshwaters including lakes, rivers, and wetlands making it a popular spot for outdoor enthusiasts. It is home to over 100,000 lakes including Lake Winnipeg, Lake Manitoba, and Lake Winnipegosis and surface water covers approximately 16 percent of the province. Manitoba has more than 90 parks to explore, including two National Parks (Riding Mountain National Park and Wapusk National Park). Some of Manitoba’s most popular attractions include:

Churchill - Popularly known as the “Polar Bear Capital of the World,” lies on the harsh, rocky coast of Hudson Bay. Tours in tundra buggies - giant large-wheeled vehicles with caged windows - allow visitors close-up encounters with the bears.

Grand Beach - Encompasses a huge stretch of soft sand beach on the shores of Lake Winnipeg. It is considered one of the nicest beaches in Canada.

Riding Mountain National Park - This scenic park is a combination of a recreation area and a nature reserve. The deep lakes in Riding Mountain such as Clear Lake, Lake Katherine, and Deep Lake are popular fishing spots and there are numerous walking and cycling trails throughout the park.

Gimli - Gimli is a small resort town, approximately an hour’s drive north of Winnipeg, on the shores of Lake Winnipeg. In the summer, Gimli comes to life as visitors and cottagers flock to this area to enjoy the beaches. One of the annual highlights is the Icelandic Festival of Manitoba, known as *Íslendingadagurinn*, which takes place over the long weekend in August.



Whiteshell Provincial Park - About a 1.5-hour drive east of Winnipeg, Whiteshell Provincial Park is a popular summer destination. The landscape is typical of the Canadian Shield. The resort communities of Falcon Lake and West Hawk Lake to the east of the park are home to beaches and offer opportunities for boating and water sports.



Lower Fort Garry National Historic Site – Just outside Selkirk, the Fort Garry National Historic Park is the only stone fort from the fur trading era to survive intact anywhere in North America. Visitors to the fort will be able to view period furniture and household items and visit with costumed employees who act out the roles of the fort’s inhabitants.

Narcisse Snake Dens – In late April/early May, tens of thousands of garter snakes emerge from their winter dens. Visitors can watch the snakes from observation.

Pinawa Dam Provincial Park – Set in a picturesque area of the Canadian Shield, the ruins of the 1906 dam is the central feature of this park.

Hecla Island - Part of Hecla-Grindstone Provincial Park, Hecla Island is a popular getaway. There are hiking trails, an 18-hole golf course, a spa, and a resort.



Canadian Fossil Discovery Centre – Located in Morden Manitoba, this museum contains Canada’s largest collection of marine reptile fossils.

Mennonite Heritage Village - Located in Steinbach, the Mennonite Heritage Village recreates Mennonite life from the 16th century to the present day and features changing themes.

About Winnipeg

Winnipeg is the vibrant capital city of Manitoba and lies at the geographic heart of North America. “The Peg” is located in the fertile Red River Valley at the junction of the Red and Assiniboine Rivers. The city is named after the nearby Lake Winnipeg and comes from the Western Cree words for “muddy water” - “winipihk”. The region is the traditional territory of the Anishinabe (Ojibway), Ininew (Cree), Oji-Cree, Dene, and Dakota, and is the birthplace of the Red River Métis Nation.



As of 2023, Winnipeg, the capital city of Manitoba, has a population of over 834,000 people and is steadily growing. It is the sixth largest city in Canada and the largest city in the province. Statistics Canada predicts that the population will approach 1 million by 2030.

One of the most economically and culturally diverse cities in Canada, Winnipeg is well known for its cultural achievement, flourishing arts scene, and welcoming spirit. We are a quirky, four-season city with something for everyone. Our location in the center of the continent makes for bright and sunny weather (sometimes windy too!),

while the city is surrounded by prairie, forests, and hundreds of lakes – including Lake Winnipeg, the world’s 11th-largest freshwater lake. We have so many tree-canopied neighbourhoods for you to call home, and a never-ending list of activities for you to enjoy. No matter what your interests are, Winnipeg’s lifestyle is here for you.

A “City of Sunshine” we have the highest average number of sunlight hours in Canada with an average summer temperature of 25.4°C and an average winter temperature of -12.9°C.

Well known as a transportation hub and the “Gateway to the West”, key industries in Winnipeg include aerospace, agribusiness, finance and insurance, health and biotechnology, information and communications, electric power and apparel and furniture manufacturing. Major employers include James Richardson and Sons, Investors Group, Canada Life, Palliser Furniture, Motor Coach Industries, New Flyer, Boeing, Standard Aero, Pollard Banknote and Bristol Aerospace.

CentrePort Canada

The development of an inland port which will be a hub of transportation activity that brings together road, rail and air cargo to a central location for re-distribution with the intent of facilitating international trade and distribution and creating value-added services as goods move through the supply chain. Winnipeg’s proximity to the geographic center of North America and 20,000 acres of land around the airport will be capitalized on to expand Winnipeg’s position as one of North America’s most important trading centres.

Manitoba Museum

The Manitoba Museum’s Indigenous Advisory Circle features members, academics and artists from the Dakota, Denesouline and Anishinaabekwe First Nations, along with Inuit elders and members of the Métis Nation. This Circle has been instrumental in bringing the Museum’s exhibits into the 21st Century, guiding aspects like Treaty Interpretation, Truth and Reconciliation and the handling and display of important artifacts. To learn more of the area’s Indigenous history, you’ll find content in nearly every gallery, while notable exhibits include, We Are All Treaty People, the newly expanded and re-designed Prairies Gallery (which confronts Residential Schools and historic injustices on the land) and the iconic Welcome Gallery, which features a life-sized diorama of a Métis bison hunt

Assiniboine Park & Zoo

Winnipeg’s premier green space is already visited by millions of people annually and already boasts the Leo Mol Sculpture Garden, the Assiniboine Park Zoo, and the Lyric Theater at which free concerts play throughout the summer season. With the establishment of the Assiniboine Park Conservancy, a private not-for-profit corporation dedicated to improving its infrastructure and services, the park and zoo have expanded to a world-class floral, zoological, artistic, and activity-based attraction to deliver internationally renowned entertainment and recreation options. The Journey to Churchill exhibit has been recognized as the most comprehensive northern species exhibit of its kind. Recently opened to the public, The Leaf is a spectacular indoor horticultural attraction that showcases four distinct biomes; the Hartley and Heather Richardson Tropical Biome, Mediterranean Biome, Babs Asper Display House, and the Shirley Richardson Butterfly Garden. The outdoor Gardens at The Leaf offers six diverse gardens spread through 30 acres of greenspace. The Indigenous Peoples Garden is a gathering place that celebrates Indigenous cultures and their deep philosophical understanding and respect for nature.



The Canadian Museum for Human Rights

Located in the heart of downtown Winnipeg, the Canadian Museum for Human Rights, Canada's first federal museum located outside Ottawa, is housed in an iconic building and will be a national and international destination and a centre of learning where Canadians and people from around the world can engage in discussion and commit to taking action against hate and oppression. Opened in 2014, it enhances the public understanding of human rights, promotes respect for others, and further cements Canada's reputation for championing human rights issues from right here in Winnipeg.



True North Square

An iconic mixed-use development in the heart of Winnipeg's downtown area. True North Square is more than a collection of buildings – it is a living entity ready to accommodate a dynamic Winnipeg community, drawing in and capitalizing on the synergies between working, living, socializing, and gathering all in one central location. It is designed to be a vibrant hub that combines office, retail, residential, and entertainment spaces. The development spans over 1 million square feet and is situated between the Canada Life Centre and the RBC Convention Centre, making it a central part of Winnipeg's sports and entertainment district.

Sports

Winnipeg's sports teams offer a diverse range of entertainment and have fostered a strong sense of community pride. The Winnipeg Blue Bombers are a storied football team in the Canadian Football League (CFL). The team plays its home games at Princess Auto Stadium and is known for its dedicated fan base and community ownership. The Winnipeg Goldeyes are a minor-league baseball team that plays in the American Association of Professional Baseball. Established in 1994, the Goldeyes have won multiple league championships. They play their home games at Blue Cross Park and are affectionately nicknamed "The Fish". The Winnipeg Sea Bears are a professional basketball team competing in the Canadian Elite Basketball League (CEBL). Founded in 2022, the Sea Bears play their home games at the Canada Life Centre. They have quickly become a beloved part of Winnipeg's sports scene. Lastly, the Winnipeg Jets are a professional ice hockey team in the National Hockey League (NHL). The team was originally established as the Atlanta Thrashers in 1999 and relocated to Winnipeg in 2011, bringing back the Jets name. The Jets play their home games at the Canada Life Centre.



Canada Life Centre

Home of the Winnipeg Jets and Winnipeg Sea Bears is Canada Life Centre, an indoor sports arena and entertainment venue in downtown Winnipeg. This facility can host a variety of premier sports, music and entertainment events and is designed to ensure the ultimate fan experience.

Princess Auto Stadium

Home of the Winnipeg Blue Bombers and the Manitoba Bisons, Princess Auto Stadium is a world-class athletic and recreation venue constructed near the University of Manitoba. The facility includes a new stadium with over 33,000 seats and 40 private suites with additional hospitality areas and a new fitness centre. Valour FC is a Canadian professional soccer club in Winnipeg which competes in the Canadian Premier League and plays their home matches at Princess Auto Stadium.



Blue Cross Park

Blue Cross Park, located at One Portage Avenue East in downtown Winnipeg, Manitoba, is a premier baseball stadium and home to the Winnipeg Goldeyes of the American Association. Opened in June 1999, this state-of-the-art facility has received rave reviews for its excellent amenities and vibrant atmosphere. The park features a seating capacity of 7,481, 30 luxury skysuites, a picnic area, and an open patio overlooking the field from the right field corner. Blue Cross Park is not only a great place to watch baseball but also hosts various functions, concerts, and other sporting events, including the baseball competition at the XIII Pan Am Games.

James Richardson International Airport

The \$585 million transformation of Winnipeg's airport including the construction of a new terminal, access road, parkade and an additional hotel means Winnipeg's ever-increasing passenger and cargo traffic levels will continue to be managed safely and efficiently. With expanded retail services reflective of Winnipeg, the ability to accommodate more and larger international flights, the opening of a new bus terminal, and the relocation of the Canada Post plant nearby, Winnipeg's airport is literally positioned to become one of the busiest in Canada.

The Assiniboine River Walk

A lighted pathway that lies on the north shore of the Assiniboine River from the Forks to the Legislative Grounds.

The Manitoba Centennial Centre

Home to Canada's Royal Winnipeg Ballet, the Manitoba Opera and the Winnipeg Symphony Orchestra, located in downtown Winnipeg includes the Concert Hall and Planetarium and the Manitoba Museum.

Rainbow Stage

Located at Kildonan Park offers fun, superb, award-winning performances of popular Broadway hits in a covered outdoor setting.

The Royal Manitoba Theatre Centre

Canada's first English-speaking regional theater and a model for regional theatres throughout North America; presents over 250 performances annually for more than 150,000 theatre lovers.

Fort Whyte Centre for Environmental Education

Fort Whyte is a wild oasis offering forests; self-guided trails, an interpretive centre and a freshwater aquarium.

Culture and Festivals

With over 935 parks, 24 golf courses, 50 indoor arenas and curling rinks, 40 galleries, 50 theatres and performance venues, and 20 libraries we believe in community, recreation and fun. We enjoy numerous unique festivals in our community including the Red River Exhibition with Manitoba's largest midway and a wide variety of family entertainment. Folklorama is the largest running multicultural event in the world of its kind, held throughout the city for two consecutive weeks during the summer months. The Winnipeg Fringe Theatre Festival is the second-largest fringe festival in North America. The annual Winnipeg Folk Festival is internationally renowned, 40 years old and running strong. The Festival du Voyageur is one of North America's longest-running winter festivals. These along with numerous others including the Winnipeg International Children's Festival, and the Winnipeg Jazz Festival, which hosts some of the finest Jazz Musicians from around the world and converges at the Winnipeg Art Gallery (Canada's oldest public Art Gallery,) help ensure that our unique contemporary culture grows and thrives.



Our musical roots are strong and deep as well. Since its founding in 1948, the Winnipeg Symphony Orchestra has been a pillar in the Canadian music scene, including the Winnipeg New Music Festival which features international and local artists who delight thousands of attendees each year. The Manitoba Chamber Orchestra has been offering an accessible, eclectic repertoire for over 50 years. The Manitoba Opera has also celebrated over 50 years of "changing people's lives through the glory of" professional opera. With over a century of experience, the Winnipeg Philharmonic Choir is Western Canada's longest-established adult choral group with a well-earned reputation for excellence.

There is no shortage of entertainment options and we have a sophisticated and open cultural scene. Canada's crossroads are easy to get to by land, rail or air; but difficult to leave.

For more information on Winnipeg please visit <https://www.travelmanitoba.com>, www.winnipeg.ca, www.economicdevelopmentwinnipeg.com, www.winnipeginlandport.ca, and www.centreventure.com.