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OPPORTUNITY PROFILE ASSISTANT DEPUTY MINISTER & CHIEF OPERATING OFFICER



**LIQUOR
DISTRIBUTION
BRANCH**

the right people

BC LIQUOR DISTRIBUTION BRANCH

ASSISTANT DEPUTY MINISTER & CHIEF OPERATING OFFICER

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THE ORGANIZATION

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH

The BC Liquor Distribution Branch (LDB) is one of two branches of government that provide oversight for the beverage alcohol and non-medical cannabis industries in the province. The LDB is responsible for the wholesale distribution of liquor and cannabis and operates the retail brands BCLIQUOR (BCL) and BC Cannabis Stores (BCCS).

The LDB is committed to government's goals of making life better for people in B.C., improving services, and ensuring a sustainable province for future generations. The revenue generated by the LDB helps fund essential public services like health care, education, and community programming.

The Operations division of the LDB is accountable for the leadership and strategic direction of the British Columbia beverage alcohol and cannabis supply chain and distribution of product through a resilient and responsive supply chain, as well as the operation of retail stores through the brands of BCL and BCCS driving profitability through marketing, merchandising and store operations.

The Chief Operating Officer (COO) leads three distinct lines of business: Liquor Retail Operations, Liquor Wholesale Operations, and Cannabis Operations, which includes both retail and wholesale. Each division is responsible for leadership, strategic direction, and profitability of LDB Operations, directing major programs and operations functions.

At present, the divisions consist of more than 2700 full-time employees and approximately 2,200 auxiliary employees. The operating lines of business generate more than \$3.8 billion dollars in annual revenue and contribute more than \$1.1 billion dollars in net income to the Province of British Columbia.

To learn more, please visit the BC Liquor Distribution Branch's [website](#).



THE OPPORTUNITY ASSISTANT DEPUTY MINISTER & CHIEF OPERATING OFFICER

Reporting to the General Manager and CEO, the Assistant Deputy Minister (ADM) & Chief Operating Officer provides overall vision, direction and leadership in the effective planning and operations of the revenue-generating lines of business: Liquor Retail Operations, Liquor Wholesale Operations, and Cannabis Operations. This includes developing and achieving the strategic vision of the collective operations areas, in alignment with the long-term corporate strategy of the LDB and government mandate and priorities, and making decisions on capital expenditure, resource allocation, and expenses with a broad, cross-functional view across the three lines of business to achieve the strategic vision and objectives. The ADM & Chief Operating Officer champions operational innovation and leads operational partner and stakeholder management.

The focus of the ADM & Chief Operating Officer is on strategic, tactical, and long and short-term operations management priorities, and the development, design, operation, and improvement of the programs that create and deliver LDB operations collectively across the three lines of business, to responsibly grow revenue and profitability. The ADM & Chief Operating Officer identifies potential initiatives that align with business goals and prepares the LDB operational lines of business for change and the future, including alternative methods of service delivery and business continuity.

The ADM & Chief Operating Officer is a resource to ministry and other senior provincial officials and fosters effective working relationships within government by providing expert strategic advice and developing solutions to complex, high-impact issues relating to the effective wholesale distribution of liquor and cannabis and the operation of the retail brands of BCL and BCCS. This role is a member of the LDB's Senior Executive Team (SET).

Accountabilities

Strategic Planning

- Provides strategic direction and oversees business transformation which includes project management, performance management, strategic, service and business planning, and fostering a culture of research and innovation;
- Leads the operational vision and leadership, ensuring the alignment with the Corporate Strategic Plan;



directs the identification of operational issues, sets goals and objectives, establishes work plans and tactics by leading the planning and implementation of corporate and departmental strategy and plans;

- Leads the strategic planning processes of the Operations Division; ensures development of programs and processes in timely response to changes in business environments, responds to changes in business, environments, legislation, public opinion and fiscal realities; monitors the management of performance indicators that accurately reflect allocation of physical and human resources as they apply to delivery of services. Prepares the LDB to meet all operational challenges and utilizes a business orientation to bring concepts, services, and cooperative business models to LDB.

Operational

- Develops and fosters effective working relationships with government, operations, legal counsel, suppliers, and service providers to facilitate a smooth running LDB retail, wholesale, and distribution network and revenue collection;
- Provides vision and direction to executive and senior management staff relating to corporate and operational issues, objectives, policies, and procedures. Recommends an operations plan consistent with strategic plan(s) - the business or operations plan will identify priorities, delineate the issues that must be addressed to realize the strategic goals and objectives, and set short- and medium-term business goals and performance measures;
- Oversees the design, promotion, delivery, and quality assurance of operations. Ensures the development of, and adherence to, governance models, operating policies, systems, and practices for the organization to achieve its objectives while maintaining accountability;
- Identifies opportunities and proposes new methods of improving existing operations with a focus on results. Sponsors the search for new approaches to conducting business through the creation of an environment which provides the resources and communication flow necessary to encourage innovation and initiative;



Corporate Executive

- As a member of Corporate Executive, advises and supports strategic planning for establishing partnerships, frameworks and LDB operational programs that advance government priorities;
- Provides regular Cabinet and Treasury briefings on program direction and economic impacts;
- Represents senior ministry and provincial officials on committees and meetings with controversial issues with stakeholders and other jurisdictions with the authority to negotiate solutions while ensuring the image, credibility and positions of the provincial government are maintained.

Financial

- Participates in the development and administration of an annual capital budget in regard to projected costs for all LDB's liquor and cannabis wholesale and retail operations;
- Guides development and administration of annual operating budget including salary and administration expenses. Identifies and implements methods of expense monitoring; provides leadership and direction to other departments to ensure optimum utilization of resources;
- Recommends, prioritizes and initiates capital expenditures by identifying needs and verifying purchases;
- Makes appropriate and timely financial and management decisions regarding operating and capital expenditure budgets for LDB.

Human Resources

- Leads assigned divisions to achieve business objectives while providing strong and effective leadership to employees; contributes to establishing an environment which enables staff and attracts and retains talent. Promotes the provision of a workplace which fosters an environment of collaboration, respect, integrity, trust, high performance and customer and social responsibility understanding.

Special Requirements & Working Conditions

- Successful completion of a criminal record check;
- Ability to travel Ability to do occasional overnight travel (domestic, international) as required.



Position Requirements

The BC Public Service is committed to a workplace that is representative of the diversity of the people of British Columbia and facilitates services to public we serve.

Education & Experience

- Related post-secondary degree combined with a minimum of 10 years of progressive management experience in an operations role, or equivalent combination of education and experience;
- Minimum 10 years of progressive experience at a senior level leadership or executive level. This experience must include:
 - Strategic planning, management of complex operations, change leadership, and budget authority;
 - Leading large, diverse teams (preferably, 500+ employees), including direct supervision of senior leaders, performance management, and succession planning;
 - Management of multiple stakeholder groups with conflicting priorities, including experience in negotiation and building consensus.
- A background in retail or wholesale operations would be considered as asset.

Knowledge

- Comprehensive knowledge of strategic planning processes, financial management, human resource management, and operational leadership strategies;
- Demonstrated knowledge of planning and leading large-scale projects.

Skills and Abilities

- Demonstrated ability to develop and maintain positive working relationships with external and internal customers/clients (and government stakeholders);
- Proven ability demonstrating good judgement and organizational skills and must possess effective communication and interpersonal skills;
- Demonstrated ability to manage significant operations and corporate services that directly support operations; and superior communication;
- Demonstrated ability to communicate effectively to all levels within an organization;
- Demonstrated ability to negotiate, facilitate and influence where there are competing interests.



Behavioural Competencies

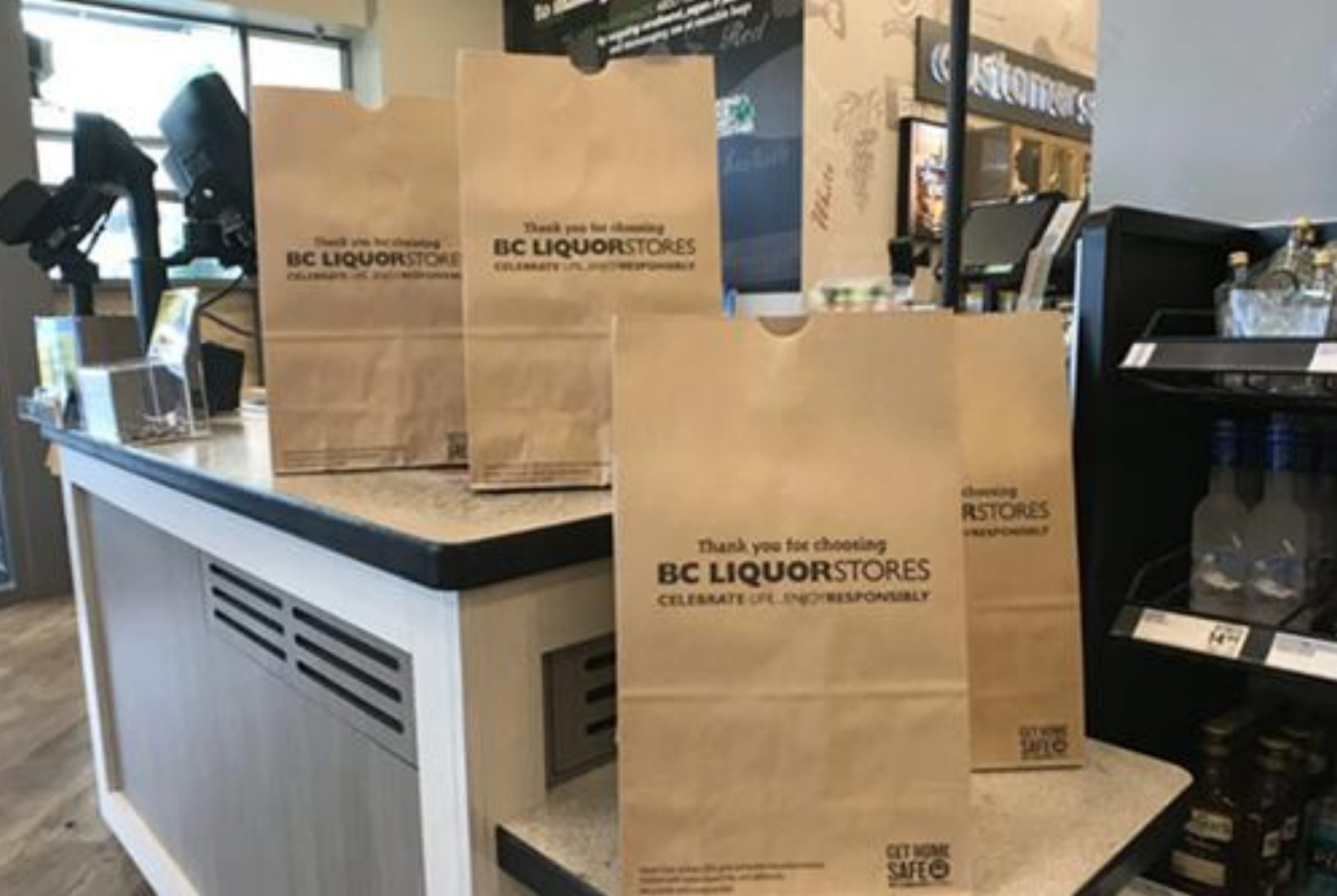
To achieve government's **Vision**, the ADM must position and structure their organization to maximize its effectiveness. Executives practice **Strategic Thinking** in translating the vision to goals and strategies and support their accomplishments through facilitating and leading change.

ADM's model **Integrity and Authenticity**, building a culture of trust, integrity, risk taking and creative thinking in the organization through demonstrating personal integrity, using feedback to self improve, following through on commitments and acting consistently with the espoused values and culture of the organization.

In **Leading People**, ADM's must motivate, empower and lead employees to accomplish goals and objectives, rewarding high performance, promoting empowerment and developing their employees, providing opportunities for growth, and managing issues with their organization.

To **Champion Diversity and Inclusion**, executives must create and uphold an organizational culture that prioritizes inclusivity and culturally competent behaviours. As individuals, they act with curiosity and humility to understand, respect and embrace the visible and non-visible parts of individual and collective identities such as abilities, beliefs, cultures, ethnicity, experiences, gender, perspectives, styles, and values. As leaders, they make sure diversity, equity and inclusion practices are embedded in organizational policies, programs, and processes, and hold themselves and other leaders accountable for related outcomes. Executives are passionate about shaping, guiding, and providing inclusive and collaborative leadership on Reconciliation initiatives, strategies, and legislation.

In **Interpersonal Relationships**, executives ensure that they are enhancing the organization's relationships partners. This includes building strategic alliances, managing conflicts among different parties, negotiating to derive optimum solutions, and effectively communicating ideas, analyses and proposals.



BC Public Service Leadership Expectations

- Be a model and advocate of the BC Public Service Values and Standards of Conduct in professionally serving government to the highest ethical standard;
- Be an active enabler of innovation and engagement as keys to maintaining and enhancing public trust and confidence;
- Demonstrate foresight and understanding of our modern, digital context to better service citizens;
- Be proactive, resilient, and nimble, taking thoughtful, calculated risks;
- Be biased to action and removing unnecessary complexity to deliver the best possible service and outcomes for citizens;
- Act to improve the corporate capacity, capability, and commitment of the public service.



COMPENSATION

A competitive compensation package will be provided including a base salary in a range from \$196,300 to \$243,800 plus excellent pension and benefits. Further details will be discussed in a personal interview.

FOR MORE INFORMATION PLEASE CONTACT:

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