



OPPORTUNITY PROFILE
General Manager



About Community Futures Central Alberta

Community Futures Central Alberta (CFCA) is a non-profit organization that's dedicated to building an economically diverse future for the communities of our beautiful region.

Based in Red Deer, Alberta, it is staffed by seasoned business professionals and guided by a volunteer Board of Directors. We're more than just a business lender. With over 35 years of experience helping rural entrepreneurs grow and thrive as small business owners, we understand where you are now and where you want to go in the future.

Our services for small businesses are designed to help Central Alberta residents start, grow, expand, franchise, or sell their business. With specialized business training programs and regular business networking events, we're here to help you achieve your business goals. CFCA provides flexible, locally informed, development-focused financing to rural entrepreneurs and small businesses who may be underserved by traditional lenders. CFCA blends access to capital, capacity-building, and community economic development, making us a unique and vital part of Canada's rural business ecosystem.

Community Futures Central Alberta is funded by Prairies Economic Diversification Canada (PrairiesCan), as a part of the larger Community Futures organization. Community Futures of Canada has supported small businesses and rural economic diversification since 1986 and now has 267 offices across the country.

Economic Diversification is the core of what we do. We work alongside community leaders and other key stakeholders to participate in and lead specialized economic development activities and implement projects that support value-added activity and expansion into new sectors.

Our priority is to serve the region's stakeholders and entrepreneurs by providing business services, access to capital, and support programs that strengthen small businesses and foster innovation.

To learn more about Community Futures Central Alberta visit: central.albertacf.com



The Role: General Manager

Reporting to the Board of Directors of Community Futures Central Alberta (CFCA), the General Manager is the operational leader responsible for achieving the vision, development and progress of the organization, its financial strength, its responsiveness to client needs and, critically, the health and performance of the loan portfolio. The General Manager will manage the organization, including the facility, finances, employees, marketing, and services, as well as access to capital and training for rural businesses.

Key Accountabilities

Strategy

- Develop, implement, track, evaluate and calibrate business strategies and plans for achieving the vision and goals within the policies set by the Board of Directors
- Cultivate and maintain strong relationships in the communities served by attending events and becoming involved in the community
- Assess internal operations, articulating short and long-term needs, trends, problems, and opportunities, advising the Board on strategies to promote ongoing health and success
- Facilitate information sharing and exchange amongst stakeholders, the Board and staff to establish a common understanding and commitment to goals and objectives
- Role model the culture and values of the organization

Loan Portfolio Management

- Strategic and administrative oversight of the loan portfolio, including implementing the investment fund strategy
- Ensure compliance with lending policies and procedures
- Monitor and report on portfolio performance, compliance, and risk management
- Ensure loan policies are up to date and effective, helping refine lending practices and administrative performance to improve performance and impact
- Work with the Board to maintain adequate funds and ensure lending supports broader economic development priorities

Programs and Partnerships

- Initiate and develop products, programs and/or policies to respond to and meet stakeholder needs and organizational development objectives
- Scan, evaluate and recommend opportunities that align with the vision
- Provide cost/benefit analysis and economic evaluations on proposed products and programs, ensuring product or service quality
- Lead the marketing, promotions and sales initiatives for products and programs

Board Relationship

- Develop and maintain a close and professional relationship with the Board of Directors
- Provide regular financial and operational updates to the Board, including risks and outcomes
- Initiate and develop plans, for the Board's consideration, to enhance CFCA's growth and development within the guidelines set out in the PrairiesCan Project Agreement
- Ensure new Board members receive orientation and that all Board members are aware of opportunities for Board development and training
- Inform the Board of all important correspondence with major funders
- Implement policy changes approved by the Board
- Ensure required information is provided to the Board's Loan Review Committee and any other committees created by the Board

Operations Management

- Oversee internal operations, including operational, financial, and people resources
- Analyze and evaluate service and performance, and make changes consistent with organizational objectives and standards
- Prepare forecasts and budgets, ensuring revenue targets are met, and expenses are controlled
- Manage community outreach, marketing, and promotions of services
- Cultivate and maintain strong relationships with all stakeholders, including the Board, community, staff, agencies, and other professionals
- Respond to stakeholders' suggestions, comments and complaints
- Represent and promote the company at events and associations
- Develop and implement operational procedures and policies approved by the Board



Employee Management

- Lead, manage, develop, mentor and motivate staff to ensure a competent, well-trained, and responsive team
- Ensure employees understand CFCA’s vision, values, and goals
- Determine proper and effective organization and allocation of staff to meet CFCA goals
- Ensure CFCA has effective personnel policies and procedures, including health and safety policies

Organizational Effectiveness

- Ensure that CFCA meets all operational targets outlined in the PrairiesCan Project Agreement
- Ensure CFCA effectively provides access to capital and training to small businesses in the CFCA region, and any other services or activities required to meet the organization’s goals
- Effectively manage and maintain the physical location and facility of CFCA (including all leases, sub-leases, and insurance)
- Ensure that CFCA services are marketed and promoted to potential clients and stakeholders
- Oversee the development of plans that will contribute to the sustainability of CFCA as permitted within the guidelines of the PrairiesCan Project Agreement
- Analyze and evaluate services provided by CFCA, assess effectiveness, and make changes consistent with CFCA’s goals and objectives
- Ensure CFCA provides effective customer service
- Establish and maintain effective working relationships within the community and with other professionals involved in community development
- Ensure the CFCA office meets standards and legalities related to lending, small business training, and any other services or activities CFCA engages in

- Collaborate with other Community Futures organizations in Alberta, Community Futures Network of Alberta, Pan-West and Pan-Canadian as appropriate

Financial Management

- Ensure that CFCA remains financially viable; prepare forecasts and budgets to meet targets as outlined in the PrairiesCan Project Agreement
- Monitor actual performance against the budget and take corrective action where required
- Generate revenue using loan funds, sales of other services or products or through grants (where possible) as allowed within the PrairiesCan Project Agreement
- Effectively manage the Investment Funds (loan funds) and invest funds in the Community Futures Lending and Investment Pool (CFLIP) as appropriate

The Person

- Degree in business or relevant field preferred
- Management experience with demonstrated ability to develop and execute strategic, financial, and operational plans
- Proven track record managing P&L in business operations
- Experience in small business lending and/or rural economic development
- Experience planning, developing, implementing and evaluating programs
- Strength in stakeholder engagement, community partnership and team leadership
- Strong customer service skills, commitment to cooperation, action-oriented
- Entrepreneurial; previous experience owning a business considered an asset
- Commitment to community futures' philosophy, values and goals

Express Your Interest

Email a convincing cover letter and a tailored resume to Shalini Bhatti or Heather Fookes at apply@leadersinternational.com, including the job title in the subject line of the email.

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