

# Leaders

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**BILD**<sup>®</sup>  
EDMONTON  
METRO

## **OPPORTUNITY PROFILE**

### **Vice President, Policy & Advocacy**



## About BILD Edmonton Metro

BILD Edmonton Metro — short for Building Industry and Land Development in the Edmonton Metropolitan Region — is the collective voice and leading expert resource for the region’s residential real estate development industry. Our focus is on building places for people to call home, whether owning or renting, urban or suburban lifestyles, big city energy or small-town charm. Our members build and re-build places and spaces for everyone, from downtown towers and major redevelopment along key corridors, to small-scale infill and the development of brand-new neighbourhoods across the 13 communities of the metro region. Our membership includes over 500 companies representing every corner of the industry: real estate developers, home builders, renovators, financial and professional service providers, trade contractors, and suppliers of both commercial and residential products. Together, we are shaping the communities of today and tomorrow.

To learn more, visit [www.bildedmonton.com](http://www.bildedmonton.com)

## The Opportunity

BILD Edmonton Metro is seeking a Vice President, Policy & Advocacy to lead its municipal advocacy agenda and strengthen BILD’s position as the trusted, solutions-oriented voice of the real estate development industry across the Edmonton Metro Region.

Reporting to the CEO and serving on a lean Executive Leadership Team, the Vice President will advance BILD’s strategic priorities by shaping policy positions, mobilizing member expertise, and driving measurable outcomes with municipal councils, senior administrations, and sector partners. This is a highly external-facing leadership role requiring sound judgment, political acuity, and the ability to translate complex technical issues into clear, persuasive [advocacy strategies](#).



Operating within BILD’s committee-driven model, the Vice President will align staff, volunteers, and Board leadership around focused priorities—ensuring governance, policy development, and member engagement efforts are integrated and outcome-oriented. The role demands both strategic foresight and hands-on execution, including developing written materials, stakeholder strategies, and public positioning that advance industry interests.

Working in close partnership with the CEO, the successful candidate will build coalitions, strengthen relationships across government and industry, and enhance BILD’s influence and reputation as the expert resource for development policy and advocacy in the region.

## Key Roles & Responsibilities

### Leadership and Management

- Serve as a strategic partner to the CEO and Board, advancing BILD’s advocacy agenda with strong governance acumen and political judgment
- Lead and develop a high-performing team, fostering clarity of mandate, disciplined execution, and a collaborative, no-silos culture
- Ensure seamless integration across advocacy, policy, communications, member engagement, and events—aligning efforts around measurable outcomes
- Operate with an entrepreneurial, results-oriented mindset—prioritizing effectively and converting strategy into tangible progress
- Represent BILD with credibility in senior forums, strengthening member value and industry influence
- Maintain disciplined focus on high-impact priorities that materially advance [BILD’s strategic objectives](#)



## **Committees and Governance**

- Strengthen governance structures that clearly define the relationship between the Board, committees, and staff
- Ensure committee work is aligned to strategic priorities and oriented toward outcomes rather than issue management
- Recruit and engage volunteer members with relevant expertise, maintaining diverse and high-performing committee rosters
- Support Committee Chairs to run effective, productive meetings that generate clear direction and action
- Contribute to Board materials and actively participate in Board discussions with strong governance fluency

## **Policy Development**

- Set and advance BILD’s policy agenda, focusing on regulatory and development issues that materially impact members and housing delivery
- Lead analysis of municipal bylaws, planning frameworks, and approval processes, identifying strategic risks and opportunities
- Translate complex technical matters into clear, politically astute positions that drive measurable outcomes
- Develop high-impact written materials—briefings, submissions, and council presentations—that reflect both depth and strategic clarity
- Convert committee insights into structured recommendations and executable advocacy pathways
- Align policy work with communications and stakeholder strategy to ensure consistent, timely positioning
- Anticipate emerging policy shifts and proactively position BILD within a dynamic municipal environment

## **Membership Service**

- Enhance member engagement by strengthening tools, processes, and reporting transparency
- Communicate advocacy progress and outcomes in a way that clearly demonstrates value to members
- Identify and cultivate partnerships that advance BILD’s strategic priorities and industry innovation
- Align advocacy themes with member events to maximize impact and visibility
- Provide strategic guidance on political engagement within BILD programming

## **Advocacy**

- Lead BILD’s municipal advocacy strategy across the Edmonton Metro Region
- Build and sustain trusted relationships with Mayors, Councillors, CAOs, General Managers, Directors, and senior municipal officials
- Move priority files from discussion to measurable progress through disciplined advocacy strategy and execution
- Navigate elected and administrative dynamics with sound political judgment and credibility
- Leverage BILD’s committee-driven model to mobilize member expertise and sharpen positioning
- Integrate advocacy with communications and stakeholder engagement to amplify influence
- Monitor political developments and adjust strategy in real time
- Build coalitions with peer associations and sector partners to strengthen BILD’s collective voice
- Ensure Board-appointed external representatives are aligned and strategically supported

## **Measurement of Success & Key Performance Indicators**

- A focused, measurable Advocacy Strategy is actively advancing priority municipal files
- Policy issues move from identification to defined strategy and tangible outcomes
- Committee and governance structures are effective, aligned, and outcome-oriented
- Advocacy efforts are fully integrated with communications and member engagement
- Relationships with elected officials and senior municipal leaders are strong, constructive, and strategically leveraged
- New cross-sector partnerships expand BILD’s influence
- BILD’s reputation and reach are elevated, with the Vice President recognized as a credible leader in municipal advocacy
- Organizational capacity is directed toward high-impact priorities that support development efficiency and housing delivery



## The Person

### Qualifications & Education Requirements

The candidate will have relevant education in business, social sciences, public administration, public policy, urban planning or a related field. Graduate credentials will be preferred. Ideally, the candidate will have experience leading and supporting staff.

They will have a track record of success working with committees and volunteers in the development of policy or advocacy strategies in municipal or regulatory environments. The candidate will also have solid experience interpreting bylaws and regulatory frameworks. Having experience in a field related to land development would be seen as a strong asset.

The candidate will be comfortable working strategically with the leadership team, Board of Directors, and Committees, while also having the capacity to delve into the details of the work.

### Knowledge, Skills & Attributes

**Leadership/Management:** A leader, motivator, and team player. Able to build an efficient and effective team. Is a developer of people and their skills. Has presence, energy, and genuine passion.

Able to influence others to the desired outcome and demonstrate how a course of action effectively relates to customer interests. Creates a shared purpose. Able to look and think in “big picture” terms.

**Relationship Building:** Develops and maintains a planned network of relationships with members, key interested parties, internal peers, and industry colleagues. Builds rapport and trust quickly with internal and external colleagues and partners.

**Communication:** Shows strong written, verbal and presentation skills and is an active listener. Able to communicate persuasively. Provides necessary information and analysis to support proposed changes. Able to “stand up” and support their decisions.

**Committed to Organizational Excellence:** Committed to excellence and innovation in the workplace. Continually looks for opportunities to improve and streamline processes and achieve results. Able to work within a changing environment and deal effectively with ambiguity. High professional integrity and commitment to exceptional membership service.

**Politically astute:** Strong political acuity and sound judgement in navigating municipal governance and elected-administration dynamics.

**Problem-Solving Skills:** Able to problem-solve and make necessary decisions to move forward with the work at hand. Focuses on the solutions rather than the problems and has a well-developed sense of reasoning. Comfortable balancing strategy and execution.

## Compensation

A competitive compensation package, including an attractive base salary and excellent benefits, will be provided. Further details will be discussed in a personal interview.

## Express Your Enthusiasm

*Leaders International values diversity, equity, and inclusion in all aspects of our operations. Candidates are invited to contact us directly with any accommodation requests.*

To apply, please email your cover letter and resume (PDF or Word document only—preferably as one document) to **Ardyce Kouri or Deepthi Koshy** at [apply@leadersinternational.com](mailto:apply@leadersinternational.com), indicating the job title in the subject line.

**Leaders International Executive Search**  
[www.leadersinternational.com](http://www.leadersinternational.com)