



# OPPORTUNITY BRIEF



## EXECUTIVE DIRECTOR

SEARCH CONDUCTED BY PLACEMAKING 4G



# STATEMENT OF INTENTION

*Halifax Regional Food Hub is a new co-operative that aims to make an impactful difference on Nova Scotia's food system. The Executive Director will be the first hire and will set the tone for the rest of the organization. It is imperative they deeply respect the diversity of our many communities and will strive to cultivate a diverse and inclusive workforce.*

*As such, we welcome applications from all interested individuals, placing a particular emphasis and priority on candidates from historically excluded groups. We encourage submissions from those identifying as African Nova Scotian, Mi'kmaq, Black, racialized, Indigenous/First Nation, a person with disability, 2SLGBTQIA+, and newcomers to Canada. We invite you to share this information in your cover letter or resume, and we invite you to express your pronouns.*

*We have chosen to collaborate closely with the P4G search team because they are dedicated to creating a safe space for you to openly discuss your experiences, preferences, and any accommodations that may support you. This partnership ensures that your information is handled with sensitivity and respect.*

## ABOUT HALIFAX REGIONAL FOOD HUB

The Halifax Regional Food Hub (the Hub) is at an exciting and critical stage of its development. In the planning stages for years, the Hub is now moving into an active and emerging co-operative, dedicated to strengthening Nova Scotia's food system by connecting local producers throughout the mainland to wholesale buyers in Halifax, Dartmouth, and adjacent communities. The Hub will provide essential services such as aggregation, storage (dry, cold, and frozen), online ordering, payment processing, order fulfillment and delivery. Wholesale buyers include community organizations, institutions, and independently-owned food businesses.

To address the gap between local producers and wholesale buyers, the Halifax Regional Food Hub is designing a cost-effective distribution model. This model supports and brings together local producers, builds Nova Scotia's local food infrastructure, and creates efficient channels for food distribution. As a result, the Hub will enhance Nova Scotia's economic resiliency, food security, and food sovereignty.

The founding members of the Halifax Regional Food Hub, who currently serve on the board of directors, include representatives from Nourish Nova Scotia, Farmers' Markets of Nova Scotia, Mobile Food Market, Feed Nova Scotia, Novalea Kitchen, and the Halifax Food Policy Alliance. Their collective support and connection, along with the involvement of existing and new members of the cooperative, are vital to the Hub's success as it unfolds.

# THIS MOMENT, THIS POSITION

We are embarking on a journey to create a vibrant local food system that connects producers with wholesale buyers, enhancing Nova Scotia's food security and sovereignty. This initiative has the potential to make a significant impact, and we need an extraordinary leader to turn this vision into reality.

As the inaugural **Executive Director**, you will play a crucial role in laying the foundation for the Hub's success. As the visionary leader, you will work with and report to the board to set the strategic direction and ultimately guide all decision-making for the organization, including building the team to help bring the Hub to life. Immediate priorities include identifying and securing a suitable physical site, sharing the vision and building strong relationships with local food producers and wholesale buyers, and overseeing the initial setup of operations.

An entrepreneur at heart, you have an infectious passion for the local food community, and understand the opportunities and challenges of our local food system. This is an opportunity to lead an initiative that will have a lasting impact on Nova Scotia's local food infrastructure. We need someone who thrives on running a lean and efficient operation, and who leads with integrity and a people-first approach.



# POSITION RESPONSIBILITIES

- **Strategic Leadership:** Define and maintain the organization's vision, mission, and overall strategic direction. Lead long-term planning efforts, ensuring the organization meets its goals.
- **Interest holder Relationships:** Foster strong relationships with interest holders, including board members, donors, clients, and the broader community, while developing a strategic pathway for community organizations to access the food hub. Ensure this access is equitable and does not impose the burden of potentially higher costs, maintaining affordability and supporting sustainable partnerships.
- **Compliance and Risk Management:** Ensure the organization complies with relevant laws and regulations; and identify risks to the organization and implement strategies to mitigate them.
- **Team Growth:** In concert with the board of directors, recruit, hire, orient, train, and lead the performance of a team of five to ten employees and volunteers, starting with an operations lead.
- **Food Producer Recruitment and Retention:** Recruit and maintain good working relations with 50-100 food producers located throughout mainland Nova Scotia, securing them as co-operative members.
- **Wholesale Buyer Recruitment and Retention:** Recruit and maintain good working relations with a minimum of 20 wholesale food buyers located in the Halifax Regional Municipality, with the intention of onboarding them as co-operative members.
- **Fund Development:** In consultation with the board, develop and implement a fund development strategy, including grants, sponsorships, donations (individual and crowdfunding), and fundraising events.
- **Partnership Development & Communication:** Build and maintain strong relationships with allied organizations, including other food hubs, farmers' markets, the NS Federation of Agriculture, the NS Department of Agriculture, and nonprofits focused on food sovereignty and food security throughout Nova Scotia. Establish a transparent and effective communication and engagement system, providing regular reports to members.
- **Financial Sustainability & Management:** Ensure the co-operative's core operations are financially self-sustaining and contribute to developing substantial reserves (retained earnings). In collaboration with the board treasurer and Certified Public Accountant, develop, implement and manage the budget, financial policies, accounting system, and cash management.
- **Board Liaison:** Support the board and board committees as necessary, providing clear monthly reporting (marketing, financial, operational), actively preparing and participating in board discussions, and assisting with board development activities.
- **Development of Online Ordering Platform:** Work with an established e-commerce platform (e.g. <https://home.localfoodmarketplace.com/>) to create a comprehensive solution to connect food producers to wholesale customers.
- **Startup Project Management:** Identify and secure a physical location for the food hub, which may include oversight of upgrades and retrofits.
- **Organizational Communications and Media Relations:** Be the voice of the Halifax Food Hub with all key interest holders and media.



# WHAT WOULD HELP YOU SUCCEED?

## **Leadership**

- Ability to inspire action when sharing the vision of the Hub's strategic future with employees, board, customers, vendors, donors, and public.
- Experience in developing strategies demonstrated through strong organizational abilities including planning, delegating, program development and task facilitation.
- Demonstrated non-profit leadership or co-operative leadership experience, with a history of building initiatives.
- Successful experience as a leader who is responsible for a team that generates revenue, consistently meeting or exceeding financial and social impact targets.
- Demonstrated ability to lead in a small, start-up environment that is fast-paced and multi-faceted.
- The ability to learn new technology quickly.

## **Education/Experience**

- Minimum 5 years of applicable experience including demonstrable leadership experience.
- Bachelor's or master's degree in business administration is considered an asset.

## **Cultural Humility**

- Knowledge of principles and practices related to food security, social justice, and systemic change.
- Demonstrated ability to work with a wide variety of people and perspectives, to create a culture of collaboration and to manage conflicts.

## **Sector Knowledge**

- An understanding of how co-operative member engagement is the foundation for creating long-term member commitment.
- Knowledge of food safety regulations and licensing within the Canadian Food Inspection Agency an asset.
- Supply-chain/wholesale food distribution industry experience an asset.

## **Financial**

- Solid, hands-on, budget management skills, including budget preparation, analysis, decision-making and reporting.

## **Communication**

- Strong aptitude for verbal and written communication, presentation, public speaking and relationship development.
- Demonstrated interest in learning fundraising strategies and donor relations unique to the nonprofit sector.
- Reliable access to transportation throughout the Halifax Regional Municipality and rural areas in Nova Scotia.



# The Package

- **Salary:** \$70,000 - \$90,000
- **Benefits:**
  - 4 weeks vacation
  - Company laptop and phone
  - Flexible schedule
- **Location:** Both remote and on-site work (in the Halifax Regional Municipality) will be required.
- **Travel:** Travel throughout Nova Scotia on a regular basis will be required.



## WHAT TO EXPECT

- We closely review all applications and read each cover letter (we promise).
- If you are selected as a top candidate, expect an invitation to chat with a Lead Placemaker from P4G. This is someone who treats the recruitment process non-traditionally. We want to get to know what inspires you.
- Selected candidates will proceed to a virtual interview with the Lead P4G Placemaker and 2-3 organization representatives.
- Finalists may participate in a second round interview or skills activity (virtual or in person).
- P4G will check employment references and assist in presenting an offer to the successful candidate.

Apply now by  
[Clicking Here](#)

Applications will be accepted until 12 p.m. on **October 27, 2024.**

Please be sure to include a cover letter that speaks to your experience, but we also want to get a glimpse of your personality.

**Don't be generic.  
Be yourself.**