



Chief Executive Officer

Executive Profile Presented By



Public health matters to us all. It touches every one of our lives and protects us from some of the biggest crises of our time. It is also ripe with opportunities to leave a legacy for the generations of tomorrow by addressing determinants of health, advancing equity, driving innovative initiatives that deliver the evidence to support healthy public policy, and creating an effective and responsive public health system that will foster healthy and resilient communities.

In BC, Pacific Public Health Foundation (the Foundation) raises funds for public health research, helps facilitate and implement programs, and supports evidence to drive policies to inform immediate and measurable health impacts in communities across BC. Our programs and projects are grounded in the most pressing public health priorities for BC, like the toxic drug poisoning crisis, emerging pandemics, Indigenous health, climate change effects, and others. The Foundation works in partnership with, but is distinct from, the BC Centre for Disease Control (BCCDC), as well as the broader public health sector and communities in BC, to improve population health in BC and beyond.

We are the only charitable foundation in BC actively fundraising for public health initiatives. As an independent, non-governmental organization we focus on authentic, trust-based philanthropy. We engage and invest in innovative, collaborative, and evidence-based initiatives that improve population health. Our unique and nimble role allows the Foundation's staff of nine and an excellent board to deploy philanthropy, funding, partnerships, engagement, and advocacy to achieve better public health outcomes.

We are in a crucial time for public health in BC. Therefore, it is exciting for the Foundation to be recruiting its next **Chief Executive Officer** to lead the growth and evolution of this essential organization. Paramount among the CEO's tasks is to diversify its funding sources, refine its role with its partners, and leverage recent investments the Board has made to spur growth.

This is a compelling opportunity for a committed and passionate leader to:

- Execute the Foundation's exceptional strategic plan;
- Leverage and catalyze the Foundation's deep relationships across partner organizations;
- Support the Foundation's critical fundraising strategy, tactics, and infrastructure;
- Solidify the Foundation's role in the public health organizational ecosystem;
- Make a tremendous difference in the lives of people across BC.

Information for Candidates

This search is being led by Pacific Public Health Foundation's search partner, Christoph Clodius at The Discovery Group.

If you or someone you know is interested or curious, please be in touch at christoph@thediscoverygroup.ca.

Application Timing and Selection Process:

All submissions should be received by March 21, 2025. Please apply to Christoph with a cover letter/expression of interest and resume/CV, in the same document.

Compensation and Benefits:

The CEO's salary range is \$140,000 - \$160,000. As the Foundation is still in its growth stages and does not yet have a benefits plan, so an additional 18% of salary will be paid to support the CEO's choice of benefit and retirement planning.

Location:

This is a full-time permanent hybrid position based at the Foundation's offices in the West 12th Avenue health corridor in Vancouver.

Our Workplace Welcomes Everyone:

We live our values, ensuring that everyone on our team is engaged, respected, and supported in their work. Solutions-focused and forward-thinking, we ground our work in advancing equity, promoting social justice, anti-racism, Truth and Reconciliation, and championing public health.

Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. We are dedicated to building a diverse, inclusive, and authentic workplace, so if potential candidates are excited about this role but your experience or competencies don't align perfectly with every desired trait listed above, we encourage you to reach out anyways. You may in fact be just the right candidate for this or other roles.

We acknowledge and show gratitude that we are able to work, live, and play on the traditional and unceded lands of the x̱m̱əθḵ'əy̱əm (Musqueam), S̱ḵw̱x̱w̱ú7mesh (Squamish), Stó:lo and Səḻíḻw̱ətaʔ/Selilwitulh (Tsleil-Waututh) Nations, and that our work humbly extends to all First Nations, Métis, and Inuit Peoples across what we call British Columbia. We make our commitment to continue on our path of learning and reconciliation and where welcomed to do so, to work with communities to support undoing inequities that have harmed and continue to harm Indigenous Peoples across the stolen and colonized lands of Turtle Island, or what we now call Canada.

About Pacific Public Health Foundation

We lead, we fund, we make change. We're transforming public health.

Our Mission: To be a leader in public health philanthropy, engaging and investing in innovative, collaborative, and evidence-based initiatives that improve population health.

Our Vision is our passion: A healthier, safer, and more equitable future for all.

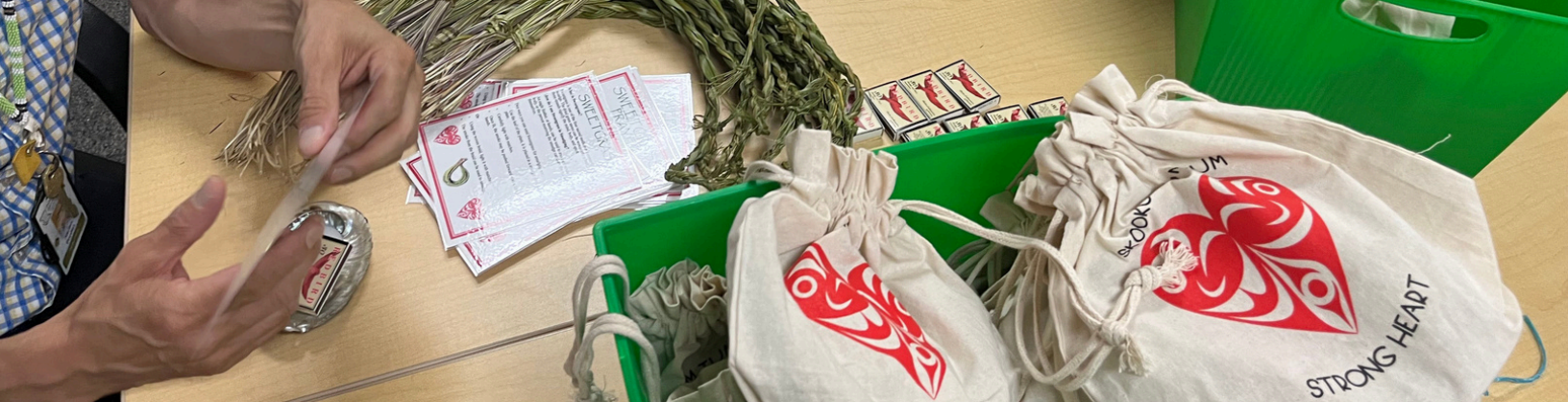
Our Values:

- **Integrity:** We are true to our values, and our words, actions, and behaviours align.
- **Accountability:** We are fully accountable to the publics we serve, partners, funders, donors, and each other.
- **Transparency:** We are open and honest with our public, partners, funders, donors, and each other.
- **Collaboration:** We believe in respectful, mutually beneficial, and authentic relationships and partnerships.
- **Innovation:** We encourage and undertake transformative work.
- **Compassion:** We are kind, considerate, and open-minded in how we approach our work and with each other.

History & Partners

Since our formation, the Foundation has closely aligned with the BC Centre for Disease Control (BCCDC). But as the health landscape in BC changes, so too does our work. As such, over the past ten years we've also built deep partnerships across all areas of public health, ensuring that we continue to make a difference in communities where, how, and when they need it the most. For instance, we work to align with the BC Ministry of Health's Population and Public Health Framework. See [here](#) for more info.

Further, we value our partnerships with community organizations working at the forefront of public health, which ensures we're able to develop programs and projects grounded in public health priorities facing our province. By convening, collaborating, and leveraging meaningful relationships, we drive innovative research, practice, and policy solutions that will have a real impact on our vision of a healthier, safer, and more equitable future for all; learn more about our [Partners](#) here.



Campaigns

The Foundation has established a number of campaigns and initiatives that help advance public health in BC. They include:

Your Health, Our Commitment:

This campaign focuses on strengthening public health, preparing for new challenges to the health of our communities, and fostering applied research that actively translates solutions into tangible ways for us all to live better lives.

- Project Spotlight: [Kloshe Nanitch Medicine Bundles](#)

Kloshe Nanitch centres on the gifting of medicine bundles to Indigenous communities, providing practical and culturally relevant resources that weave together a blend of Indigenous and Western health and wellness tools that support substance use, sexual health and education, food security, land-based healing, cultural education, intergenerational connections, and so much more. Driven by communities, this project is about building relationships and trust while providing crucial public health resources.

- Project Spotlight: [Test, Link, Call](#)

This program provides smart phones and access to peer support for equity-deserving populations who are living with hepatitis, HIV and syphilis. It is a great example of a progressive public health solution that is demonstrating immense leadership in addressing intersecting determinants of better health and wellness for populations across BC. However, this program is about so much more than equitable access to care – it is giving participants hope, compassion, and respectful and culturally safe care.

- Project Spotlight: [Youth Mental Health](#)

Adolescence is an important developmental stage at a time of many life changes, establishing behaviours that set the stage for long-term health outcomes. Positive well-being during this time leads to healthier adulthood, and early-life interventions can promote better quality of life. Recent data and reports are providing the context in which we can play a role in advancing critical changes for youth, focusing on positive well-being and promoting healthy habits that empower youth. Our program partners are building unique solutions focused on creating an integrated framework of tools and tactics aimed at strengthening and supporting youth by working in partnership with communities, schools, families and youth themselves.

- Project Spotlight: [Climate Crisis](#)

The Foundation supports pivotal and ground-breaking work that is addressing the impacts of climate consequences. Current projects include collecting data about the temperatures inside the homes of potentially susceptible people. This is significant because to-date, we have primarily monitored temperatures outside and we need to better understand the impacts of interior temperatures on our population health. Crucial data collected to date has already been integrated into the proposed changes to the 2025 national building code related to indoor overheating, and will continue to inform policy decisions around thermal safety.

[Together We Act:](#)

This campaign funds multiple projects and initiatives aimed at acting on the toxic drug poisoning crisis through innovative solutions that drive flexible and bold policies, and collaboration across communities, governments, and healthcare.

- Project Spotlight: [Wastewater Surveillance Research](#)

The Foundation has committed to supporting pilot research led by researchers at the BCCDC to harness wastewater testing initially done for COVID-19 for use in identifying unregulated substances. This testing will determine trends in unregulated drug use, like fentanyl, and could help to provide a crucial new tool to combat the toxic drug poisoning crisis.

- Project Spotlight: [Safer Supply](#)

Combating the toxic drug poisoning crisis in BC includes a continuum of strategies and solutions. Prescribed safer supply is one available solution with no indication of contributing to overdoses. In fact, recent data from the first study to evaluate prescribing pharmaceutical alternatives at a population level demonstrated that providing pharmaceutical alternatives is associated with a reduction in deaths in the days immediately following.

- Project Spotlight: [Harm Reduction Services](#)

The Foundation supports innovative work taking place in-community to better respond to the needs of people who use drugs, including culturally-safe services for Indigenous Peoples disproportionately affected by this crisis. This work requires thoughtful and community-driven solutions which prioritize accessible programming and services that meet the needs of community members.

[Other Projects:](#)

- Preventing Childhood Asthma
- Cycling Safe Passing Distance
- Investing in Indigenous Youth in STEM
- Fall Prevention
- Food and Nutrition Literacy
- Food Action

Our Brand & Logo

In 2024 we launched a refreshed brand and new name. This shift allowed the Foundation to better represent the broad scope of our work, positioning ourselves and our partners for increased opportunities to fund and implement vital equity-driven public health initiatives throughout BC. The new brand is inspired by the idea of a mosaic, of distinct parts coming together to form a whole, a concept that is integral to the work we do.

The Foundation logo tells the story of our work, with the triangles in part representing communities coming together, and the essence of public health being about groups and partnerships, working together, diversity and equity. It puts people at the centre of public health.

The logo also represents data-driven, evidence-based change, as the shapes are pieced together to create a whole, much like research and evidence combine to produce credible, trusted, and practical solutions, and our focus on collaboratively integrating multiple approaches and activities.

For more information about our recent activities, please see our [Annual Report](#).

Funding & Fundraising

The Foundation has been primarily supported by funding from the provincial government from its inception. Discussions are underway for extended funding, with a long-term plan (as noted above in the strategic plan) to better enable and broaden our investment in public health through diversifying and expanding our revenue sources to also include public fundraising.

There is great potential for more growth and activity in this area. While government funding makes up the majority of the Foundation's annual \$1M+ budget, it has been enhanced by a burgeoning fundraising program that is demonstrating strong year-over-year growth. Last fiscal year contributed over a quarter million dollars and the Foundation is on track to well exceed that in the current fiscal.

The Foundation's fundraising efforts have included working with a variety of individuals, corporations, and foundations, some of whom can be found [here](#). Since 2022 we have had about 100 active donors, with several six-figure gifts and others in process.



Pacific Public Health Foundation's Strategic Plan 2023 – 2026

The Foundation's strategic plan provides the principles, direction, and desired outcomes for the coming years. Briefly, they include:

Our Guiding Principles





Our Priority Activities: Developed to advance key outcomes that will have demonstrated impact for BC.

- Raise the profile of public health, emphasize the role we play, and enhance the value we bring to the system.
 - Engage with the public, donors, partners, and community.
 - Engage with BC's public health system.
 - Outcomes:
 - We are a brand people recognize, respect, trust, and support.
 - Public health becomes more recognized as a cause.
 - We support and are integral to the broader public health system.
 - Health authorities and public health stakeholders have a better understanding of our purpose.
 - We are part of the solution and have an impact on policy and practice.
- Refine, strengthen, and mobilize our programs in partnership with the BCCDC, the broader public health sector, and community.
 - Select and pursue equity-driven initiatives that reduce harms, address threats, promote health, and drive innovation where we can maximize public health impact.
 - Advance evidence-based initiatives.
 - Outcomes:
 - Our priorities are driven by lived experience and evidence.
 - We demonstrate short-term tangible results and long-term impact on public health through investments that translate research into action and positively change health outcomes.
 - We are part of a collaborative collective proactively working towards public health solutions.
- Enhance organizational sustainability.
 - Diversify and grow our fundraising portfolio to meet program needs.
 - Stabilize and enhance operations and governance.
 - Outcomes:
 - Predictable, responsive, and diversified funding streams.
 - Donors, funders, partners, government, and the public feel part of the solution.
 - We have organizational resilience. Learn more about Pacific Public Health Foundation's Strategic Plan, [here](#).

The CEO's Responsibilities

The CEO reports to and works in collaboration with the Board of Directors, and has overall strategic, leadership, development, programmatic, operational, and financial responsibilities. The CEO fulfills the strategic plan and priorities, organizational and financial growth and sustainability, and is responsible for the consistent achievement of the mission, vision, and mandate of the Foundation. The CEO enables the Foundation to successfully grow its reputation, influence and impact as a public health charity.

Duties Include:

Strategic Direction:

- Work with the Board to ensure the Foundation has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress.
- Lead strategy and set organizational and program direction.
- Undertake business planning to lead development and growth of the Foundation, and to create financial sustainability, revenue diversity, a strong team and organizational structure, and operational rigor; recommend organizational changes as needed.
- Work with external interest holders to grow the reputation and scope of the Foundation.
- Maintain a strong working knowledge of significant developments and trends in public health and guide the Foundation in public health priorities.

Fund Development:

- Oversee and support the fund development team to advance and expand fundraising activities.
- Work with the fund development lead to develop and direct annual and multi-year fund development strategies.
- Ensure adherence to organizational fund development policies developed with the Board of Directors.
- Contribute to the ongoing development of strong relationships with donors and partners; actively supporting stewardship and engagement activities.
- Work with the fund development team to cultivate and expand opportunities for fundraising and engagement with leading public health research teams and staff, non-profit and for-profit groups, and government.
- Work with external interest holders such as regional health authorities and BC government ministries to strengthen and reinforce funding partnerships.
- Continue to champion sound working relationships and cooperative arrangements with relevant foundations, community groups and organizations.
- Act as a spokesperson for the Foundation programs and strategic mandate to grow recognition within organizations and the public awareness.
- Continue to guide development of key metrics, targets, and goals related to overall strategy and campaigns.

Program & Project Development:

- Provide leadership in developing programs and projects, both for the Foundation and with partners.
- Work with Board Advisors to develop funding programs and opportunities based on priority areas and public health needs.
- Work with the Leadership team on developing funding/fundraising priorities and opportunities for research and other activities in public health.
- Ensure appropriate program and project oversight and reporting.
- Develop grant allocation strategies with partners to align with public health priorities.
- Identify and engage key public health experts to guide projects.
- With SME's, develop evaluation models and criteria for special projects and programs.
- Ensure a decolonized, anti-racist, equity, and social justice focus is applied to program and project development, reporting, and evaluation models.
- Ensure programs reflect public health needs and contribute to improving public health outcomes.

Legal:

- Ensure the foundation adheres to and remains current with CRA and the BC Society's Act, including keeping bylaws and constitution up to date, and all required non-profit legislation.
- Ensure the Foundation adheres to external policies and procedures, and federal, provincial and municipal regulations.
- Develop and monitor governance and employee policies.
- Oversee annual general meetings and legal administration required to maintain charitable status.
- Engage external legal counsel as needed.

Finance & Administration:

- Responsible for overall Foundation financial oversight and accountability.
- Develop and maintain sound financial practices; work in partnership with Treasurer and the Director of Operations to ensure consistent and appropriate financial oversight.
- Approve annual budget prior to Board review.
- Ensure that adequate funds are available to permit the Foundation to carry out its work.
- Oversee and support operations and administrative team in maintaining annual and long-term operational sustainability.
- Work with BCCDC leadership staff to ensure support of Foundation infrastructure where appropriate.

Marketing and Communications:

- Oversee and support marketing and communications team in advancing annual and multi-year engagement strategies.
- Work with the marketing and communications lead to develop and direct marketing and communications strategies and objectives to increase engagement and attract new audiences, including media engagement.
- With the marketing and communications lead, develop an annual communications strategy that raises the profile of the Foundation, its strategic priorities, and image in the public sphere.
- With the marketing and communication lead, develop a marketing strategies and direction, including social media, collateral, materials, campaigns and reports, special events, and brand activation.
- Continue to champion thought leadership and act as public-facing representative of the Foundation; act as spokesperson and represent the organization at community events, networking opportunities, with media, or other engagement activities. Continue to guide development of key metrics, targets, and goals related to overall strategy and campaigns.

Staff and Volunteer Leadership

- Provide leadership, guidance, and coaching to staff.
- Make recommendations to the Board regarding organizational growth and hiring needs, as appropriate.
- Maintain a climate that attracts, retains and motivates a diverse staff of top quality people.
- Focus on diversity and inclusivity in organizational growth policies and hiring.
- Support the Board in attracting and maintaining qualified and engaged Directors.
- Foster a culture of respect, positivity, and trust, and an environment that supports teamwork and cooperation.

External Relations:

- Work with BCCDC leadership, faculty, and experts on strategic direction and partnership development and collaborative activities.
- Work with external stakeholders, such as non-profit, for-profit, university, and government stakeholders.
- Collaborate with related organizations on shared issues.

Board Governance:

- Work with the Board on strategy and direction-setting; and work closely with Board Chair on governance, strategy, and high-level operations.
- Support Board governance and development.
- Report and be accountable to the Board and keep the Board fully informed on important factors influencing the Foundation.
- Provide clear overviews of issues and prepare and present materials and options for Board decision-making as required.
- With designated officers execute legal and financial documents.
- Act as non-voting member and Senior Manager per BC Society Act.



Candidate Profile

The new CEO will ideally possess the following competencies and traits:

- A strong sense of public health subject matter, or the willingness to engage deeply with it.
- Experience initiating, managing, and negotiating varied relationships with partner organizations; for instance a background working with the Ministry of Health, health authorities, or research organizations would be particularly useful.
- Able to quickly grasp nuanced and political sensitivities; can see potential, creates collaborations, and catalyzes relationships with partners.
- Exceptional and persuasive communications skills in the service of partner development, fundraising relationships, and consensus-building.
- A laser focus and ability to prioritize time and work on the Foundation's key needs and strategic goals: relationship building, fundraising strategy, and leadership.
- An adept fundraising skillset allowing for guiding the team, and understanding how the Foundation's functional areas are interactive and interdependent.
- A nimble relationship-builder and networker, able to work with major donors in the community and promote the Foundation's mission.
- A trusting and empowering staff leader, fostering a supportive environment where team members can thrive and grow while still maintaining strong standards of accountability.
- Strong emotional intelligence; adept at deploying appreciative inquiry, open-mindedness, and a solutions-focused mindset. Perceptible authenticity and integrity.
- Skilled at supporting and leveraging an accomplished, connected, and enthusiastic board.
- Focus on relevancy and able to pivot as needed; adaptable, proactive, and has foresight.

Qualifications & Skills

The new CEO will ideally possess:

- Significant experience in a social profit sector leadership role, particularly in an organization with a strong fundraising mandate.
- Proven experience planning and executing organizational growth.
- Keen alignment and demonstrated passion for public health and commitment to equity.
- Agile intellect and professional confidence in formulating solutions tailored to partner needs.
- Strong writing skills, and communication abilities generally.
- A high level of emotional intelligence.
- Skilled recruiter and manager of staff.
- University or college level education, or equivalent experience and courses.
- Willingness and ability to travel locally and provincially.

Governance

We are responsibly and ethically governed by our volunteer Board of Directors. A unique team of leaders dedicated to improving public health, our directors offer their experience and expertise to the Foundation so that we can further support research, implement solutions, and serve BC communities.

Get to Know Our Volunteer [Board of Directors](#)





Navigating complex challenges for social profits

The Discovery Group is an international consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Since 2017 it has been our mission to help social profits across the globe achieve their vision and elevate community impact. We work side-by-side with our clients to help them envision change, determine how to make it happen, and put the necessary tools and skills in place for success.

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