



Canadian Mental
Health Association
British Columbia
Mental health for all



Executive Director, Programs

Executive Profile Presented By

THE
DISCOVERY
GROUP

The Canadian Mental Health Association BC Division (CMHA BC) is the leading non-profit and charitable organization dedicated to promoting mental health for all. As the provincial arm of a national charity, CMHA BC develops and delivers innovative mental health initiatives while providing strategic leadership and support to our network of 13 local branches. **Our vision is "Mentally healthy people in a healthy society."**

CMHA BC is a unique organization because it brings together experience and expertise on community-based mental health promotion and support for people living with mental illness. This approach, as well as CMHA BC's ability to speak to a broad range of issues surrounding mental health and mental illness, truly makes it one of a kind.

CMHA BC provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all British Columbians to flourish and thrive. Through workplace programs, direct support programs for youth and families, training and workshops, and advocacy and mental health promotion work, we always focus on our three strategic priorities to reach, uplift, and advance mental health for all. We also play a crucial role in system transformation through policy development, research, and government relations that drive mental health reform across BC.

CMHA BC is now recruiting an Executive Director of Programs, a newly created senior role to hold strategic oversight, direction, and accountability for implementing its program and service portfolio.

The ED is responsible for program execution, ensuring operational excellence and innovation across mental health and substance use initiatives throughout British Columbia. This position maintains executive-level accountability for program implementation, evaluation, quality assurance, and sustainable growth of CMHA BC's distinctive and diverse provincial programs.

The ED will have significant budget responsibilities for the majority of our \$61 million budget and will lead a team of ~100 engaged and passionate staff.

Reporting directly to the CEO, Jonny Morris, the ED will provide expert program guidance to the CEO and the executive team on programmatic priorities and direction, ensuring all initiatives align with CMHA BC's established strategic plan and organizational vision. The ED plays a key leadership role in implementing CMHA BC's strategic priorities to reach all British Columbians throughout their lifespan, uplift the voices of people with lived and living experience, and advance the human right to our best possible mental health.

This is a tremendous new leadership opportunity to:

- Lead the execution and implementation of CMHA BC's mental health programs;
- Be a thought partner and creative contributor to a thriving and dynamic leadership team;
- Provide high-level guidance and support to an exceptional team of program staff and leaders;
- Develop and implement processes and procedures to ensure best-in-class accountability and impact reporting to our funders, clients, and partners;
- Bring a strategic lens to developing synergies and cohesive approaches to contrasting yet complementary programs and services;
- Join an exceptionally passionate and mission-driven team that is making a tremendous impact in people's lives;
- Help address complex and exciting social and health issues;
- Develop and expand on innovative approaches to transforming community-based mental health care.

Information for Candidates

This search is being led by CMHA's search partner, The Discovery Group.
If you or someone you know is interested or curious, please be in touch.
We welcome questions and enquiries.

Please contact Christoph Clodius, VP, at christoph@thediscoverygroup.ca or
Laura Heikkila, Search Associate, at laura@thediscoverygroup.ca.

Application Timing and Selection Process:

All submissions should be received by September 10, 2025. Please apply with a cover letter/expression of interest and resume/CV in the same document.

Early submissions and enquiries are encouraged and will be reviewed on an ongoing basis.

After applying, candidates will have the chance to share their experience and ask questions throughout the process.

Compensation & Benefits:

The ED's salary range is currently going through the formal approval process, and we envision a hiring range of \$160,000 – 175,000. Generous benefits include extended health and dental coverage, a health savings account, membership in the Municipal Pension Plan, holidays and compensatory days off, and, in keeping with our commitment to mental health, unlimited mental health benefits.

CMHA BC offers a welcoming and supportive work environment. We promote individual access to wellness and support staff development while achieving an impact through our various initiatives for the mental health of all British Columbians.

Location:

This is a full-time permanent position, offering the flexibility of at least three days in the office. The ED can be based in either of our two offices (downtown Vancouver or Victoria), with a strong preference for the Vancouver office.

Additional working conditions:

- Regular travel throughout BC is required to support branches, programs, partnerships, and represent the organization at high-level meetings.
- Evening and weekend work is occasionally required for executive meetings, Board functions, conferences, and presentations.
- Supportive executive culture committed to leadership development and work-life balance.



Diversity & Inclusion

CMHA BC Division is committed to our workforce reflecting the diversity of the communities within which we work. As such, we encourage applications from persons with disabilities, members of visible minorities, First Nations, Inuit, and Métis people, people of all sexual orientations and genders, and others who may contribute to the diversity of our staff. Personal experience with mental illness and or addiction, either through self or a loved one, is an asset.

Indigenous-specific anti-racism initiatives are rooted in addressing the unique forms of discrimination, historical and ongoing injustices, and marginalization faced by Indigenous peoples. These initiatives align with an Indigenous rights-based approach, recognizing the inherent rights and self-determination of Indigenous communities. CMHA BC must uphold legislative obligations and provincial commitments found in the foundational documents such as including Truth & Reconciliation Commission's Calls to Action (2015), In Plain Sight (2020), BC's Declaration on the Rights of Indigenous Peoples Act (2019), United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), Reclaiming Power and Place Missing and Murdered Indigenous Women & Girls Calls for Justice (2019), the Declaration Act Action Plan and Remembering Keegan: A First Nations Case Study.

Territory Acknowledgement:

We respectfully acknowledge xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), səliłwətaʔt (Tsleil-Waututh), Lkwungen (Songhees) and Wyomilth (Esquimalt) peoples on whose traditional, unceded lands the CMHA BC offices are located.

About CMHA - National

Our Vision: A Canada where mental health is a universal human right.

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established and extensive community mental health organization in Canada. With 330 community locations, CMHA is a nationwide organization that promotes mental health and supports people recovering from mental illness. It provides a wide range of innovative services, supports, and expertise tailored to, and in partnership with, its communities.

We offer both collective strengths and a local community-minded focus. As part of a federated charity, we are a collective of organizations bound together by a brand and mission. At the community level, millions of people in Canada rely on CMHA's extensive grassroots presence. Together, we identify and respond to Canada's most pressing mental health priorities. At the national and provincial levels, we push for system and policy change.

Lived experience guides us. For over 20 years, our National Council of Persons with Lived Experience has been instrumental in providing policy and program development leadership, expertise and perspective of those living with experience of mental illness to all issues and concerns on CMHA's national agenda.

We are committed to advancing the goals of the Truth and Reconciliation Commission. CMHA is committed to learning from and working with Indigenous partners, through a process of mutual respect and cultural humility, to ensure our programs are culturally safe and meaningful.

About CMHA – British Columbia

CMHA BC is the province's leading mental health non-profit and charitable organization. We promote everyone's right to their best possible mental health and support the resilience of people living with mental illness and/or substance use disorder. In addition to our National Office's vision, we also hold a vision of mentally healthy people in a healthy society, with a mission of ensuring that all people in British Columbia experience good mental health and well-being.

CMHA's BC Division was founded in 1952 and has earned a spot as a respected thought leader, advocate, and service provider for mental health and substance use care across the province. As the provincial office, CMHA BC works alongside CMHA's 13 local branches in BC to offer support, resources, advocacy, and education.

In BC, mental health, substance use, and addictive behaviour are within the scope of the organization. Mental health has many facets, and the more we learn about mental health and mental illnesses, the better equipped we are to maintain and improve mental health for ourselves and others.

We hold several key principles that guide all of our work, which include:

- Embracing the voice of people with mental health issues and addictions
- Promoting inclusion
- Working collaboratively
- Using evidence to inform our work
- Influencing the social determinants of health (e.g. housing, justice)
- Focusing on the mental health needs of all age groups
- Being transparent and accountable

There are five values that we consistently stand for in the work we do.

We are:

- Inclusive
- Compassionate
- Collaborative
- Proactive
- Steadfast

CMHA BC is known as a leading-edge non-profit and charitable organization focused on making significant and transformative change in the world when it comes to mental health and substance use care. We strive for a province where mental health and physical health are on the same footing and treated equally as seriously. We believe the key to realizing the right to mental health and approaching it as any other health problem is to ask once and get quality help fast. This is currently not the reality for all people across BC.

We are determined to:

- Close the gap in access to care and the social factors that affect mental health.
- Raise the bar in the quality of care and for mental health spending so it is comparable to physical health spending.
- Respond with care to mental health crises in our communities and the toxic drug crisis across the province.

CMHA BC Programs and Services cover areas such as:

- **Improve Mental Health:** Mental health is not only the avoidance of a mental illness. Your mental health is affected by numerous factors from your daily life, including the stress of balancing work with your health and relationships. We provide a number of programs and services designed to help individuals, families, and communities promote and improve mental health and well-being.
- **Prevent and Intervene Early with Mental Ill-Health:** We know that mental ill-health affects our minds and our bodies —our thoughts, our emotions, our behaviours, and physical symptoms. We help people understand mental health and substance use health-related problems and provide programs and services to thousands of people across the province to prevent and intervene early with symptoms.
- **Treatment and Recovery:** We believe that people living with severe and enduring mental ill-health can thrive when connected to a sense of purpose, a safe place, and people in the community. We oversee and provide a range of evidence-based and innovative services designed to respond quickly when someone is in distress and to help connect people to meaningful employment and training to help people flourish in the community.
- **Alcohol and Other Substances:** People use alcohol and other substances for many different reasons, and how other substances and alcohol impact someone's life depends on many different factors. In some cases, the use of substances may cause few harms or even be beneficial. For others, it may be more harmful. We fund a range of services across the province to help people access quality treatment and recovery.
- **Systemic Change:** Mental health and well-being are so much bigger than one person. They include every part of our lives. When people have the right tools and supports in place, they can flourish regardless of health problems. When people do not have the support they need or are excluded, the entire community can struggle. We advocate for big transformational change in all of our efforts.

CMHA has a reliable and steady income from various government sources and private support. Our top three expenses include wages, programming costs, and program funding for regional CMHA branches and partners. Last year, thanks to excellent financial management and returns on investment, we were in a strong surplus position.

Programs and Services

The Framework for Support is the central philosophy guiding our activities. This philosophy holds that the person experiencing mental illness is at the centre of any supportive mental health system. The goal of the Framework is to ensure that people experiencing mental illnesses live fulfilling lives in the community. We reach over 1 million people each year across all of our programs and services, which include:

Wellness Programs include:

- **Bounce Back:** A free, evidence-based program designed to help adults and youth experiencing symptoms of mild to moderate depression, low mood, or stress, with or without anxiety.
- **Confident Parents: Thriving Kids:** A family-focused, telephone-based coaching service for parents and caregivers, effective in reducing mild to moderate anxiety or behavioural challenges and promoting healthy child development in children ages 3 – 12.
- **Living Life to the Full:** An eight-session, 12-hour mental health promotion course designed to help people deal with low mood, anxiety, stress and everyday life challenges.

Youth Programs include Talk Today, a mental health education program designed to help athletes, and their supporters learn about mental health and to help support players who may be struggling or at risk of suicide. Talk Today is delivered through partnerships with the BC Hockey League and the Canadian Hockey League.

Campus Programs like Healthy Minds/Healthy Campuses support BC campuses in developing networks, activities and policies to promote mental health and healthier relationships with alcohol and other drugs among post-secondary students. It is a vibrant province-wide Community of Practice, which brings together persons who share the common goal of promoting campus mental health and healthier relationships with substance use.



Workplace programs include workshops and training sessions to improve mental health in the workplace.

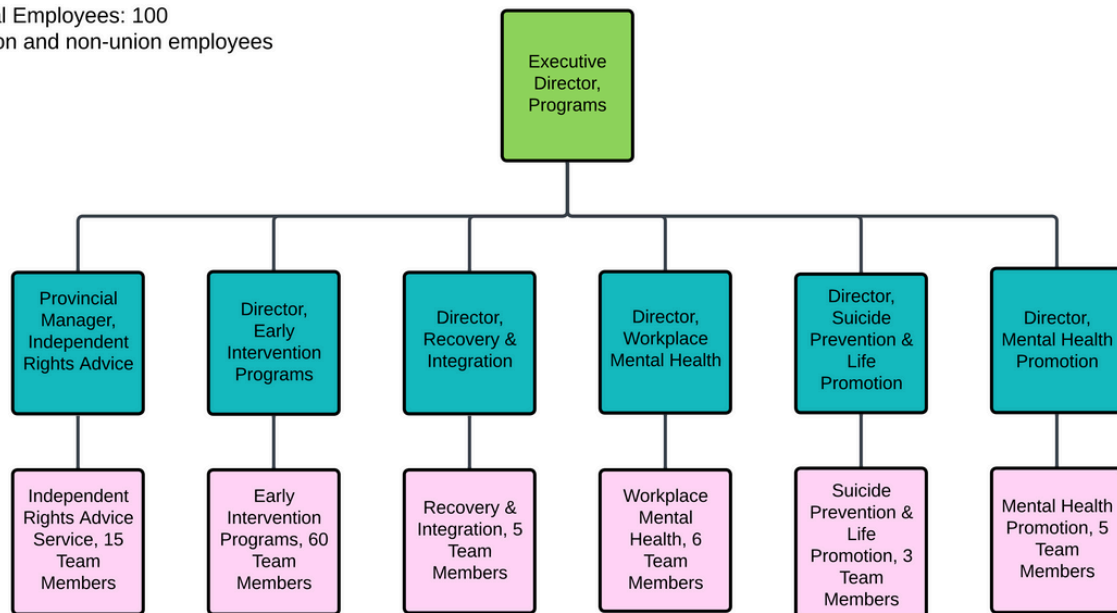
For instance:

- Mental Health at Work (MHW): Awareness
- Introduction to Psychological Health and Safety (PHS)
- Responding to Crisis at Work

These programs help prepare and support people in the workplace to build specialized skills, ensuring employees and members get the support they need.

Programs Portfolio - Organizational Chart

Total Employees: 100
Union and non-union employees



Strategic Priorities 2021-2025

Led by the CMHA BC Board and reflecting the voices and input of CMHA BC's team members, our strategic plan is the result of the work of colleagues, partners, and stakeholders from across the province to define where we are, where we're going, and why. We sought to model strength-based advocacy, apply an intersectional lens, and ensure we leveraged the strengths of branches and non-profit partners in the development of the plan.

With those guiding principles in mind, three strategic priorities emerged:

- 1. Reach** all British Columbians throughout their lifespan to promote mental wellness and provide mental illness and substance use care by leveraging strengths.
- 2. Uplift** the voices of BC's nonprofit organizations and people with lived and living experience to create positive change in our public and community-based systems of care.
- 3. Advance** our human right to our best possible mental health by calling for a comprehensive system of care that protects and promotes our rights to adequate housing, education, employment, community inclusion and health.

We will be renewing our Strategic Plan in 2025.

Read more about our Priorities here:

<https://bc.cmha.ca/wp-content/uploads/2021/09/CMHABC-StrategicPlan-2021.pdf>

To learn more, see:

- [Annual Impact Report \(2023-24\)](#)
- [Annual Audited Financial Statements \(2023-24\)](#)
- [Annual Registered Charity Information Return \(2023-24\)](#)
- [CMHA BC Website](#)

Executive Director Role & Responsibilities

The Executive Director of Programs is a senior executive position reporting directly to the CEO, functioning as a key member of the executive leadership team. As the senior executive responsible for program execution, the Executive Director of Programs ensures operational excellence and innovation across mental health and substance use initiatives throughout British Columbia. This position maintains executive-level accountability for program implementation, evaluation, quality assurance, and sustainable growth of CMHA BC's distinctive and diverse provincial programs.

Key Responsibilities

Strategic Leadership & Program Development

- Lead the execution and implementation of the established strategic vision for CMHA BC's mental health programs, ensuring alignment with organizational priorities established by the CEO and Board of Directors.
- Provide executive leadership for all CMHA BC Division programs and services, including family-focused programs (Confident Parents: Thriving Kids), skill-building programs (BounceBack, Living Life to the Full), employment initiatives (Links to Employment), workplace mental health programs (Care for Caregivers, Care to Speak, BC's Hub for Workplace Mental Health), youth programs, suicide prevention initiatives (AgLife), mental health education and outreach, and systems advocacy work.
- Develop comprehensive implementation plans for mental health and substance use programs that address evolving community needs, with particular attention to diverse populations, including Indigenous communities, newcomers, and those affected by wildfires and other climate emergencies.
- Collaborate with the CEO and executive leadership team to operationalize organizational vision and strategic priorities that advance CMHA BC's mission.
- Monitor and report on emerging trends, service gaps, and innovative practices in mental health and substance use, informing the executive team's strategic planning process.
- Implement innovative program models that respond to community needs, promote mental wellness, and support recovery.
- Design and implement sophisticated evaluation frameworks that measure impact, effectiveness, and outcomes across multiple program areas.
- Direct the administration of major funding initiatives such as the Bed-Based Treatment and Recovery Grants program with executive-level accountability for performance and results.
- Engage the Board in challenging conversations and decision-making to advance CMHA BC's impact.
- Embed CMHA Division's commitment to Equity, Inclusion, Truth, and Reconciliation in all activities.

Program Operations & Quality Management

- Oversee the day-to-day leadership of all CMHA BC programs, ensuring high-quality service delivery and operational efficiency across all program streams, including parent support programs, skills development programs, employment services, workplace mental health initiatives, youth programs, and mental health education resources (including HeretoHelp, Visions Journal, and Beyond the Blues).
- Establish standards, policies, and procedures that promote evidence-based, trauma-informed, and culturally competent care, with special attention to Indigenous-specific programs and services.

- Implement quality improvement systems that ensure program excellence, regulatory compliance, and accreditation standards.
- Monitor program performance, analyze data, and make data-informed decisions to enhance program effectiveness.
- Develop and implement risk management strategies to ensure client, staff, and organizational safety.
- Ensure programs are operating within budget constraints while maximizing impact and service quality.
- Oversee the management of the Independent Rights Advice Service and other advocacy initiatives.

Team Leadership & Development

- Function as an executive leader overseeing a substantial organizational division, providing strategic direction and leadership to five directors, program directors, and managers across CMHA BC's diverse portfolio of mental health programs, for a total staff complement of about 100.
- Foster an executive culture of performance excellence, innovation, and accountability throughout the Programs division.
- Recruit, develop, and retain high-calibre senior leaders committed to CMHA's mission and values, including professionals with lived and living experience of mental health challenges.
- Implement executive performance management systems that drive continuous improvement, accountability, and a results-oriented focus at all levels.
- Identify strategic talent development needs and implement executive development pipelines that enhance leadership capabilities and program quality.
- Champion organizational transformation and innovative approaches within the program division and across the organization.
- Provide executive-level guidance to the development and implementation of programs like the Peer Employment Project that advance peer work in the mental health and substance use sector.



Financial Management

- Oversee multi-million dollar program budgets and financial operations across CMHA BC's programmatic portfolio within parameters established by the CEO and Board of Directors.
- In collaboration with the COO, implement strategic financial planning and resource allocation to maximize program impact, sustainability, and growth opportunities.
- Execute funding strategies, working with government ministries, health authorities, and major funders to secure and maintain program funding streams.
- Provide expert input to the CEO and executive leadership team on programmatic financial matters and sustainability initiatives.
- Work with the COO to direct complex financial operations, including large-scale grant administration programs, ensuring rigorous accountability, compliance, and proper controls.
- Develop detailed financial reporting and analysis for the CEO, Board of Directors, government funders, and other key stakeholders.
- Implement strategic resource allocation to address emerging priorities such as climate change-related mental health impacts and newcomer mental health initiatives.

Partnership Development & System Collaboration

- Represent CMHA BC in provincial forums, stakeholder meetings, and mental health leadership tables as appropriate or as directed by the CEO.
- Partner with the Senior Director, Development and Communications, on fundraising initiatives and sharing compelling narratives of CMHA BC's work.
- Maintain and strengthen strategic partnerships with government officials, health authority executives, and senior leaders from community organizations to advance CMHA BC's program objectives.
- Implement system-level collaboration initiatives focused on improving mental health and substance use care across British Columbia, in alignment with CMHA BC's strategic direction.
- Serve as a key ambassador for CMHA BC's programs with government officials, healthcare providers, and community stakeholders.
- Represent CMHA BC at provincial conferences, forums, and meetings focused on mental health program delivery and best practices.
- With the Senior Director, cultivate and maintain relationships with funders, including government ministries, health authorities, foundations, and corporate partners to support program sustainability.
- Implement innovative approaches to integrated care models connecting mental health, substance use, primary care, and social services.
- Develop and maintain partnerships with post-secondary institutions to advance mental health research, education, and practice.

Qualifications

Desired Education & Experience:

- Significant progressive senior leadership experience in mental health, substance use, or related human service organizations, with demonstrated executive accomplishments.
- Deep executive management experience, with demonstrated success directing and overseeing multiple large-scale programs simultaneously.
- Proven executive track record in strategic planning, organizational transformation, and driving system-level change.
- Extensive experience managing complex multi-million dollar budgets, government contracts, and diverse funding streams.
- A strong understanding of government funding mechanisms for charities and not for profits, including contracting and reporting systems.
- Sophisticated knowledge of current trends, emerging practices, and evidence-based approaches in mental health and substance use at a provincial and national level.
- Some combination of non-profit, government, and/or clinical mental health background would be an asset.
- Experience developing and maintaining high-level relationships with government officials, health authorities, and major funding bodies.
- Background in successfully leading large, diverse teams of professionals and developing senior leadership talent.
- Master's degree or higher in a relevant field (e.g., Mental Health, Public Health, Psychology, Social Work, Health Administration, or related discipline), or equivalent experience, training, and professional development.

Competencies and Traits

The ideal ED will bring:

- A passion for the CMHA BC mission and goals, and a keen desire to support mental health.
- A big-picture perspective has a strategic and connective mind to grasp trends and themes.
- Accountability and transparency rooted in open communications; attuned to multi-directional communications and iterative feedback mechanisms.
- Flexible and adaptive manner and style; comfort with ambiguity yet a desire to create clear structures and order.
- Supportive, available, and warm leadership style. Exceptionally strong change management and leadership abilities; a champion for a strong working culture and performance management skills.
- A profound understanding and commitment to psychological health and safety for staff working directly with clients and people in need.
- Reflection and self-awareness; the ability to own mistakes and work on themselves as a leader. A learning orientation with strong ethics and clear values.
- Assertiveness and self-sufficiency, with the patience and persistence to move activities forward.
- Collaboration and curiosity.

Knowledge & Skills

- Executive-level understanding of mental health and substance use systems, recovery principles, and the social determinants of health.
- Sophisticated knowledge of the BC mental health and addiction system, relevant legislation, health policy, and complex funding mechanisms.
- Advanced financial leadership abilities, including experience developing and managing multi-million dollar program budgets and complex funding arrangements.
- Distinguished leadership capabilities with demonstrated success directing large, diverse teams and developing senior management talent.
- Superior communication and presentation skills, including experience presenting to boards of directors, government ministers, and at high-profile conferences.
- Executive-level relationship-building expertise, with proven ability to develop strategic partnerships with government officials, healthcare executives, and C-suite stakeholders.
- Expert knowledge of program evaluation methodologies, outcome measurement frameworks, and quality improvement systems.
- Visionary strategic thinking, with demonstrated ability to translate complex organizational vision into executable strategies and measurable outcomes.
- Advanced understanding of cultural safety, cultural humility and commitment to advancing reconciliation with Indigenous peoples.
- Sophisticated understanding of peer support models and the strategic value of lived and living experience in program development, delivery, and system transformation.

Leadership



Jonathan Morris
Chief Executive Officer
CMHA BC

Jonathan has more than 20 years of experience in community-based mental health services, policy and advocacy.

He has research and practice experience in suicide prevention, is a trained counsellor and has taught child and youth care courses at the University of Victoria and Douglas College.

Jonny is committed to a vision of mental health for all, working at the Canadian Mental Health Association to lead system change efforts in preventing mental health problems, responding to crisis and improving care when people need to go to hospital. As an advocate for reducing stigma, he regularly speaks with workplaces, colleges, universities and communities about the opportunity to ensure mental health is a priority.

Previously, Jonny led the policy and legislation branch for BC's Ministry of Mental Health and Addictions, helping build the newly formed ministry from the ground up, eventually leading the Policy and Legislation Branch as Senior Director. In this role, Jonathan was responsible for providing advice on a range of complex policy and legislative initiatives, while leading several transformational mental health and addictions programs.

In his past role at the Canadian Mental Health Association, Jonathan provided leadership for provincial mental health and substance use operations through the Association's provincial office and the branch network across British Columbia. His work focused on addressing systemic disparities between physical and mental health, campus mental health, the criminal justice system, systems transformation, policy and government relations.

Jonny comes at his work with lived experience personally and as a family member.



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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