

CHIEF EXECUTIVE OFFICER (CEO)

Are you a strategic, highly relational leader who understands how to bring people together around a shared vision? Do you understand the dynamics of a grassroots, member-based organization and bring the leadership experience to help shape the future of one of British Columbia's most widely participated sports?

BC Soccer is seeking its next **Chief Executive Officer**, a thoughtful, dynamic leader who can navigate complexity, build trust across a diverse stakeholder community, and translate an ambitious vision into meaningful results.

BC Soccer's vision is "Building a better future through soccer." As a leading force in the promotion, development, and governance of soccer in British Columbia, BC Soccer is committed to creating a positive soccer experience for everyone connected with the game. BC Soccer's values guide all staff activity: Progressive, Integrity, Excellence, Collaboration, and Accessibility.

BC Soccer is aware of the significance of a diverse workforce in realizing our vision. We are dedicated to cultivating an inclusive culture that empowers every employee to achieve their full potential. We embrace and encourage diversity in all its forms, and our commitment extends to providing equal employment opportunities to qualified applicants without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status, or ability. BC Soccer enthusiastically welcomes applications from ALL individuals and is ready, where able, to accommodate requests for support during all stages of the selection process as needed.

ABOUT YOU

You are a strategic, energetic, and highly relational leader with an appreciation for soccer and amateur sport and the curiosity to become deeply engaged in BC's soccer community. You understand the important role the game plays in communities across British Columbia and bring an authentic respect for the members, participants, volunteers, clubs, and partners who make it possible.

You are an exceptional communicator — both verbally and in writing — and know that how a message is delivered can be just as important as the message itself. You read people and situations well, recognize when an approach is working and when it is time to change gears, and can adapt your communication and leadership style to meet the needs of different audiences.

You understand and respect the dynamics of a grassroots, member-based organization and recognize that BC Soccer's success depends on strong relationships with the members, clubs, volunteers, participants and partners who deliver and support the game in communities throughout the province. You listen carefully, build trust, navigate competing interests, and know when to consult, when to influence, and when to lead decisively. While you are flexible in your approach, you remain focused on the bigger picture and the long-term strategic direction of the organization.

You understand the distinct roles of a Board and its CEO and are equally comfortable working with directors, staff, members, volunteers, government, partners, and the broader soccer community. You create environments where people feel heard and valued while maintaining accountability for decisions, outcomes, and organizational priorities.

ABOUT THE POSITION

The CEO will serve as the primary liaison connecting the Board of Directors, the staff team of the BC Soccer Association, and all its members and stakeholders. With strategic leadership responsibilities, the CEO oversees the staff team and ensures BC Soccer remains at the forefront of promoting soccer excellence, inclusivity, and safety across British Columbia. A key priority for the incoming CEO will be implementing an organizational structure that positions BC Soccer to successfully deliver on its strategic direction, ensuring the right people, resources, accountabilities, and operational priorities are in place to turn strategy into action. Moreover, the CEO will ensure the senior management team remains vigilant in identifying growth opportunities, enhancing member satisfaction, staying abreast of legislative changes, and staying informed about emerging industry developments and standards.

Key Responsibilities and Accountabilities

Strategic Vision and Leadership

- Drive and develop a new and effective Strategic Plan for BC Soccer
- Manage, monitor, and implement the strategic plan, ensuring that resources, the staff team, and operational plans are aligned
- Work closely with BC Soccer's governing body, Canada Soccer, ensuring alignment and effective soccer delivery
- Lead business development and policy management in conjunction with the Board of Directors, members, and key stakeholders
- Identify and advance strategic growth and infrastructure opportunities that support BC Soccer's long-term objectives and the evolving needs of its members and the broader soccer community
- Navigate change, establish a future-focused strategy, and strengthen the organization's relevance and value to members

Member Relations

- Establish and maintain strong, positive relations with members and key stakeholders
- Oversee the efficient delivery and ongoing enhancement of governance and programming to align with the established strategic priorities and requirements of both the membership and the broader soccer community in British Columbia
- Identify new growth and partnership opportunities

Board Relations

- Maintain good working relationships with the Board, ensuring open and effective communication
- Provide the Board with regular updates regarding the progress of the strategic objectives and operational plans, facilitating any needed reviews for Board approval
- Ensure that the appropriate resources, tools, and information are available to assist the Board members in timely, effective decision-making
- Deliver an effective Annual General Meeting with input from the Board of Directors

Financial Management

- Ensure BC Soccer operates in a financially responsible manner that supports the needs of all its services, programs, and objectives
- Demonstrate strong financial judgment in overseeing significant assets, investments, and long-term capital allocation
- Work closely with the Chief Operating Officer (COO) to deliver results and gains in revenue generation, ensuring all financial requirements are completed in a timely fashion
- Within approved budget parameters, oversee expenditure controls and lead the annual budgeting process, with the support of the Director of Finance & Administration and Board Treasurer
- Ensure funding contribution agreements and associated reporting protocols are completed
- Identify and ensure timely submission of any appropriate grant funding applications that will support programming

Stakeholder and Media Relations

- Build and maintain effective relationships with BC Soccer members, Affiliated Clubs, Associate Members, and other key stakeholders including, but not limited to, Vancouver Whitecaps FC, Vancouver Rise FC, Canada Soccer, Provincial Government of British Columbia, Via Sport, Sport BC, Provincial Soccer Associations, Educational Institutions, Media, and Corporate Partners
- Represent BC Soccer in a professional capacity, ensuring that a positive public profile is always presented and messaging remains in line with the mandate to promote and govern the game
- Develop partnerships to advance soccer, increase participation, and help BC Soccer and its members meet their goals

Human Resources

- Provide strong leadership and direction to the staff team, ensuring their continued growth and development, holding the organization accountable for measurable results
- Support a people-first structure grounded in a culture of productivity and outcomes, with a dedicated focus on delivering superior member customer service
- Recruit and retain a diverse staff team to implement the successful delivery of the strategic plan that will support membership and participants' needs to deliver BC Soccer programming
- Build a high-performing, collaborative leadership culture characterized by trust, accountability, open communication, and clarity of purpose
- Lead through change with transparency and empathy, helping employees understand not only what is changing, but why

EXPERIENCE, QUALIFICATIONS & SKILLS

Must Haves

- An established senior leader with 10+ years of progressively responsible management experience and a demonstrated ability to set clear priorities, empower and lead teams, and deliver results in a complex, multi-stakeholder environment
- Exceptional verbal and written communication skills, with the ability to communicate complex or sensitive information clearly, thoughtfully, and persuasively to a wide range of audiences

- Highly developed interpersonal and situational awareness, with a demonstrated ability to read a room, understand different perspectives and motivations, and adjust communication and approach accordingly
- A flexible leadership style and the judgment to know when to listen, consult, influence, challenge, change direction, or make a decision — while maintaining focus on the organization's overarching strategy
- Demonstrated experience successfully facilitating, developing, and executing multi-year strategic plans and translating strategy into measurable organizational priorities and outcomes
- Demonstrated ability to build consensus, influence outcomes, and move diverse stakeholder groups toward shared objectives, including in situations where priorities or perspectives differ
- A genuine interest in soccer and amateur sport, with an appreciation for the important role the game plays in communities across British Columbia and the curiosity to become deeply engaged in BC's soccer community
- Legally entitled to work in Canada
- A valid Canadian driver's licence and the ability to travel throughout British Columbia as required
- Ability to successfully complete and maintain all required criminal record and vulnerable sector checks as a condition of employment

Preferred / Nice to Haves

- Relevant post-secondary education, professional development, or an equivalent combination of executive leadership experience and education would be considered an asset
- Senior leadership experience within soccer or sport management/business, a Provincial or National Sport Organization (PSO/NSO), or another complex member-based or not-for-profit organization would be a significant asset
- Knowledge of the Canadian and/or British Columbia soccer landscape, including its governance structures, grassroots delivery model, membership environment, and key stakeholders, would be highly valued
- Experience working effectively with a governance Board and a strong understanding of the respective roles and responsibilities of the Board and CEO
- Experience working with government, funding partners, corporate partners, media, and other external stakeholders

WHY WORK FOR US

- Competitive salary of \$142,000–\$168,000, commensurate with experience
- Flexible, hybrid working environment
- Comprehensive employer-paid benefits package
- Four weeks of annual vacation
- Employee and Family Assistance Program for you and your dependents

How to Apply

If this sounds like you, we would love to hear from you. Please email your **cover letter and resume in a single Word or PDF file** to Shannon Okun at shannon@reimaginehr.ca, being sure to include the position title in the subject line. This posting will remain open until September 19, 2026.

We kindly ask that applications be sent by email only - no fax or mail applications, please - and that you do not phone. Due to the many applications we receive, only applicants selected for an interview will be contacted.