



Executive Director

OVERVIEW

Abbey Gardens is a charitable organization created with a mission to transform a spent gravel pit into a green space dedicated to developing economic, ecological, educational, and recreational growth within our community. Situated in Haliburton County on over 300 acres, Abbey Gardens includes the Food Hub, a retail store specializing in local food and home to the Garden Cafe, various garden projects, scenic trails, an 18 hole disc golf course, installations for energy, sustainability, and land restoration education, a five-acre pony paddock for equine workshops, demonstration hoop houses, beekeeping, and much more. Our site is also home to several partner businesses that share our founding principles, thus creating a true community destination for locals and tourists.

At Abbey Gardens, everything we do on site serves our mission to live more sustainably. Through educational programming, fundraising, and fun, we've created an experience that provides inspiration for others to embody that same mission, long after they leave our grounds. True to our mandate, the Abbey Gardens site is dedicated to growth in various ways, evolving as the needs and interests of our community change. The market garden currently covers two and a half acres of partially restored gravel pit. We have 15 year round staff members and our team grows to over 30 full time employees during the spring/summer season. This team is spread across several departments:

Education – The Educational Programming team oversees the development of children's programs at Abbey Gardens, including summer camps, Forest School, homeschool, field trips, tours, and more. Restoration and ecology are also in this department, working on-site to restore the gravel pit into a green space, and working off site on our shoreline program with lakefront properties in the community.

Into The Blue – the wood fired pizza truck operates May – October on site, and their mobile catering unit supports private parties, festivals, farmers markets, and more off site.

The Food Hub – the Hub is a social enterprise retail space that supports economic development by selling products sourced from local growers, vendors, and suppliers. Inside the Food Hub is our commercial kitchen, who take produce from the garden and other vendors to make preserves, meals to go, and more sold in store. You'll also find the Garden Café, which specializes in grilled sandwiches on the lunch counter, baked goods from the kitchen, and hot drinks from our espresso machine.

Garden – Our two acre market garden is where our mission truly shines. Our garden team works hard from seed starting in the nursery in March to transplanting in the spring to harvesting all summer long. Produce is sold in store or made into other products.

JOB DESCRIPTION

Working with a Board of Directors and staff, the Executive Director is responsible for Operational Management, Strategic Planning and Development, Financial and HR Administration, Marketing and Communications, Community & Partner Relations, Fundraising, and the overall management of Abbey Gardens as a property, organization, and workplace.

This is a full time position, reporting to the Board of Directors, to provide leadership to the Abbey Gardens team of managers and part-time/seasonal staff. The position involves planning, implementing and managing the day-to-day operations of Abbey Gardens as well as new projects undertaken as Abbey Gardens continues to expand.

PRIMARY RESPONSIBILITIES

Financial

- Oversee development and management of annual budgets for Operations, Education, Garden, Food Hub, Into The Blue, and Disc Golf classes
- Monitor cashflow with the support of Finance Administrator (bookkeeper)
- Report to the Board of Directors on monthly financial statements (profit and loss), budget updates, planning briefs, progress reports, staffing updates and concept plans
- Monitor, assess, and respond to funding opportunities through grant writing, wage subsidies, and other opportunities, including research, project planning, and reporting
- Execute fundraising strategy, including direct donors, annual giving, foundation support, government and nongovernment grants, and revenue generating activations on property
- Assist and support Fundraising Committee work

Planning and Development

- Collaborate with Managers to develop and manage business concept development and business planning
- Research/review concepts and provide committees/Board with data as requested
- Assist with coordination of general site planning work and property management projects
- Provide strategic direction and leadership to the organization
- Develop and implement business plans to drive growth and achieve organizational goals
- Identify and pursue new business opportunities to expand our reach and impact
- Drive process improvement initiatives to enhance operational efficiency and effectiveness
- Represent the organization at industry events, conferences, and meetings

Community Relations & Partnerships

- Coordinate development of on site partnerships and programming (for example, Haliburton County Farmers Market, community groups renting facilities, etc.)
- Manage lease arrangements with on site tenants: ACM Designs, Abbey Retreat Centre, and Haliburton Solar and Wind
- Manage landlord responsibilities to tenants – respond to any tenant concerns (for example building repairs, utilities, etc.)
- Determine community association and organization relationships Abbey Gardens should be a part of and develop relationships with community partners

- In collaboration with staff, develop and oversee implementation of community engagement strategies and liaise with local farmers and market gardeners, customers and community partners
- Be the 'public face & voice of Abbey Gardens' - interface with, provide leadership to and identify opportunities for collaboration between Abbey Gardens and other community groups/agencies
- Develop event calendar for community events and private weddings
- Create event plans, including staffing, event set up, talent booking, ticket sales, and event execution
 - This includes community events, festivals, concerts, and weddings

Human Resources

- Lead and manage a team of employees, providing guidance and support
- Foster a positive and inclusive work environment that promotes collaboration and innovation
- Develop and implement staff management and professional development plans
- Manage staffing needs through recruitment, hiring, orientation/training and oversight
- Manage staff through workflow planning and tracking, and regular performance assessments and reporting
- Coach, mentor and provide direction to direct reports, and support management with providing same to their direct reports
- Oversee implementation and compliance with staff and visitor health and safety regulations
- Facilitate board/staff communications
- Review and revise Human Resource Policy and Procedures annually or as required

Marketing and Communications

- Develop, coordinate and oversee implementation of internal and external communications strategies through eNews, social media, paid digital ads, etc.
- Develop, coordinate and oversee implementation of marketing and public information strategies (advertising, media releases, presentations)
- Coordinate/manage marketing and communications projects
- Manage Abbey Gardens social media accounts (Instagram and Facebook)
- Deliver bi weekly newsletters through MailChimp
- Determine advertising opportunities and manage advertising budget, ad creation, and ad delivery in print and digital media
- Maintain and update website (Wordpress), including editing/creating event pages, updating banners based on current programming, editing content, managing products through eCommerce site

Strategic Initiatives

- Assist with research and development of strategic initiatives and long range planning at department level
- Assist the board with development of strategic and master planning, ensuring connection between operational level planning and organization direction
- Develop project/business plans for new initiatives

COMPETENCIES & PERSONAL QUALITIES

- Progressive management style – strong team player able to inspire team and lead by example, recognize contributions and celebrate accomplishments
- Manage effectively the complexity of a multi-dimensional property; ability to prioritize multiple projects at a time and flexible when problems arise
- Experience working in the non-profit industry; familiarity with unique challenges and opportunities of managing a charitable organization
- Experience managing a staff team of approximately 10 direct reports
- Diplomacy in dealing with a wide variety of stakeholders
- Adaptable to the varying demands of a growing organization
- Able to analyze organizational needs, set priorities and work with minimal supervision within a defined scope
- Self-motivated and willing to take initiative
- Strong successful financial management experience; experience developing and delivering budgets, monitoring cash flow, and allocating funds during low cash flow periods
- Experience with event planning and delivering large scale events would be ideal
- Excellent written and oral communications
- Experience with social media management, digital marketing (Facebook ads), writing newsletters, creating content, photo editing, etc. all considered an asset
- Creative thinker and problem solver
- Fundraising experience, including donor management, prospect identification, grant writing and reporting, etc.
- Strong sense of community and commitment to work collaboratively
- Experience in a landlord or property management capacity considered an asset

Salary Range: \$58,000 - \$62,000 + benefits

Send resume and cover letter to bolin.barb@gmail.com

Deadline for submissions: April 19, interviews will be done on a rolling basis so please apply early to ensure consideration