



## Position Profile

---

**National Director or Associate Director,  
Government Partnerships**



## About Windmill Microlending

Windmill is Canada's largest and most successful not-for-profit microloan organization providing skilled immigrants with loans and supports that empower them to resume their careers and achieve financial success in Canada. We are a passionate and diverse group driven to assist every client in achieving their career and economic potential. With a unique client success approach focused on supporting the development and attainment of their professional goals, our clients achieve the success they deserve.

We believe that the integration of newcomers is key to Canada's economic growth, and as a team, we are building a more prosperous and inclusive Canada.

Over the past four years, Windmill has more than doubled its size and national scope. In 2019 Windmill was named by The Logic as one of Canada's 10 most innovative charities. Given Canada's plan to increase immigration targets and the growing need for our immigrants' skills in the Canadian workforce, Windmill needs to scale up. Our goal is to grow from 1,000 new loans per year to 4,000 new loans per year with the support of the public and private sectors.

[windmillmicrolending.org](http://windmillmicrolending.org)

## The Role

For the first time, Windmill is creating a senior role focused on the development of government partnerships. Reporting to the CEO, this role will be responsible for securing new government funding, stewarding current government funders, and promoting Windmill's innovative and effective model as an important partner for government. The title of the role will be either National Director or Associate Director, Government Partnerships, depending on the seniority and experience of the successful candidate.

As part of the fund development team, the director will be a key contributor to Windmill and will work closely with the CEO, the Associate Director, Corporate Partnerships and the Associate Director, Philanthropy, and with Windmill's Leadership Team to meet the organization's revenue targets.

As the first government-relations professional hired to join the organization, the Director will create a government relations road map that identifies government funding opportunities for both the short- and long-term, and builds the relationships and processes to secure them.

## Key Responsibilities

- Set metrics and measurables for the government relations portfolio.
- Identify and develop strategies to solicit and secure funding from new and/or expanded government sources.
- Manage government prospects and partners in various stages of the pipeline management cycle.
- Support the development of annual and multi-year budgets with the Development team, CEO and National Director, Finance, Risk and IT.
- Work closely with the CEO and key volunteer leaders to manage, grow and cultivate multi-year government contributions.

- Work with the Marketing and Communications team to develop strategic communications that position Windmill as a thought leader in the sector.
- Monitor legislation and media, providing reporting and updates that will influence and inform the government relations strategy and tactics.
- Ensure that Windmill is actively championed by government stakeholders and decision makers.
- Monitor government websites, ministry strategic plans, education and government stakeholder reports, and regional and national media to ensure Windmill is aware of relevant new policies, programs, trends and legislation.
- Provide up-to-date knowledge and analysis of government and public affairs issues across Canada to inform Windmill's strategic direction.
- Develop and cultivate relationships with external stakeholders by identifying key government contacts, represent Windmill at meetings and conferences, and support government "lobby" days and program location visits.
- Develop and provide relevant research and reports to aid in the creation of speaking notes, key messages and presentations for Windmill staff participating in government-related activities (roundtables, panel discussions, speeches).
- Help the CEO prioritize attendance at key government events and initiatives.

## The Ideal Candidate

The ideal candidate has an excellent understanding of the Canadian government at the federal, provincial and municipal levels. You work as a government relations lead in a charity, securing funds for your organization, are in a leadership position within government and/or working in a government relations firm where you are working to support charities. You come to the role with pre-established government relationships that you can call on and leverage.

First and foremost, this is a role that focuses on revenue growth as a measure of success, and all relationship building and content development has one goal: increasing government funding for Windmill on behalf of our clients.

To be successful in the role, the Director must be a skilled communicator and an excellent relationship builder who knows when to ask and when to back away. You are a trusted advisor to the government and a credible thought leader, and are able to communicate the good work of your organization via presentations, reports and third-party validation. You are comfortable picking up the phone and talking to government officials, building positive and beneficial relationships over time.

The ideal person will have a good understanding of how to match funding opportunities with our organization's mandate and program.

Experience with immigration, employment, issues related to diversity and inclusion, and/or poverty alleviation would be an asset.

You are motivated to make a social impact and have a strong affinity for Windmill's values: Passion, Empowerment, Simplicity and Results, and for our mission of empowering skilled immigrants to achieve economic prosperity through microloans and supports.

## Personal Attributes

To be successful in this portfolio, you are a confident, tenacious and mature person. You know how to build, nurture and manage relationships, and how to create win-win partnerships between government and not-for-profit partners. You are able to see the big picture and make timely connections between government priorities and your organization's work. You are positive and tenacious. You are a role-up-your-sleeves team player, eager to embrace and execute new ideas in an entrepreneurial environment. You work well on a leadership team that values transparency, honesty and a problem-solving mentality.

## Core Competencies

- A government relations professional, with 6 to 8 years of experience and a track record of securing significant government support, or alternatively, experience working within government in a leadership capacity with an understanding of government funding.
- An understanding of Canadian politics at the federal, provincial and municipal levels.
- Demonstrated interest in political systems with an understanding of how to approach levels of government to access funding.
- A track record of increasing revenue through government funding.
- Knowledge of social media with focus on Twitter.
- Excellent presentation, verbal and written communication skills.
- Ability to manage multiple priorities and projects.
- Familiarity with impact investing is an asset.
- Fluency in French is an asset.
- Post-secondary degree or equivalent work experience in government relations, public relations, communications, marketing or related field.

## How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resumé and cover letter that set out your interest in the role and highlight the experience you have relevant to the role. Please add your salary expectations for the role in your cover letter. The preferred method of application is online at [searchsmartconnect.com/jobs](https://searchsmartconnect.com/jobs)

Windmill Microlending is an equal employment opportunity employer. Adhering to Canada's Human Rights Code, Windmill grants equal employment opportunity to all qualified persons without regard to race, creed, colour, gender identity or expression, disability, sexual orientation, family status, marital status, citizenship, ancestry, ethnic origin, age or place of origin. We celebrate diversity and are committed to creating an inclusive environment for all employees.

As an active participant of the Federal Government's 50-30 Challenge, we are committed to the goal of building a more diverse, inclusive and vibrant economic future for Canadians by attaining gender parity and significant representation of under-represented groups on our board and in senior management positions.

**Contact Details**

Sandra Paquette | 416 763 0404 | [sandra@searchsmart.ca](mailto:sandra@searchsmart.ca)

Vesna Markovic | 647 608 3595 | [vesna@searchsmart.ca](mailto:vesna@searchsmart.ca)