



# Covering Canada in Moccasins

## General Manager

**Location:** Hybrid / Moccasin Identifier Office

**Unit:** Administration and Finance

**Reports to** Board of Directors

**Employment Type:** Full-time contract, *based on available funding*

### About

Moccasin Identifier is an Indigenous-led initiative dedicated to increasing awareness and understanding of Indigenous Treaties and histories across Canada. Our mission is to cover Canada in Moccasins, promoting Treaty education and fostering a network of knowledge for Truth and Reconciliation through our education programs and place-knowing installations.

### Purpose

The General Manager is a central figure in ensuring the smooth and efficient running of our organization. This role encompasses comprehensive oversight of all administrative functions, including inventory management, order fulfillment, website and social media management, board and policy management, human resource operations, and overall office management. The General Manager will work closely with the Board of Directors to support organizational goals.

### Key Responsibilities

- **Administrative Oversight:**
  - Manage daily office operations to ensure efficiency and coordination across the organization. This includes supervising clerical functions, maintaining office equipment, and ensuring the office environment supports productivity.
  - Develop and implement office policies and procedures to standardize operations, improve efficiency, and reduce costs.
  - Serve as the primary point of contact for internal and external stakeholders regarding administrative inquiries and issues.
- **Program Oversight**
  - Oversee the design, implementation, and evaluation of educational programs, ensuring they meet high standards of quality and cultural relevance.
  - Work with educators and Indigenous leaders to continuously update and improve program content.
  - Guide the planning and execution of place-knowing installations, ensuring they are culturally appropriate and impactful.

- Oversee the development of installation guidelines and ensure compliance with cultural and safety standards.
- **Financial Management**
  - Develop and manage the organizational budget, ensuring financial sustainability and effective resource allocation.
  - Prepare financial reports for the Board of Directors and ensure compliance with financial policies, charity status requirements (if applicable), and regulations.
  - Lead fundraising efforts, including grant writing, donor relations, and sponsorship development at MI Symposium.
  - Explore and develop new revenue streams to support the organization's programs and initiatives.
- **Human Resources Management:**
  - Assist the Hiring Committee in the recruitment process for new staff, including advertising vacancies, screening candidates, and coordinating interviews.
  - Oversee onboarding and training programs for new hires and ongoing professional development for all staff to ensure employees are well-equipped to meet their job requirements.
  - Implement performance review processes, providing constructive feedback, and facilitating career development opportunities within the organization.
- **Partnership Building**
  - Cultivate and maintain strong relationships with key stakeholders, including Indigenous communities, educational institutions, government agencies, and corporate partners.
  - Negotiate and oversee partnership agreements, ensuring mutual benefits and alignment with organizational goals.
  - Engage with community leaders and organizations to build support for Moccasin Identifier's initiatives.
  - Represent the organization at public events, conferences, and in the media to raise awareness and build credibility.
- **Team Leadership:**
  - Direct and support a team of full-time staff, setting clear objectives, assessing performance, and providing regular feedback to foster a productive and positive work environment.
  - Encourage team collaboration and effective communication to ensure that departmental goals align with organizational objectives.
  - Identify and resolve any issues that affect team performance, providing guidance and resources to help staff overcome challenges and improve efficiency.
- **Reporting to the Board of Directors**
  - Work closely with the Board of Directors to set organizational priorities and policies.
  - Serve as the primary liaison between the Board and the organization's staff, ensuring clear communication and alignment of goals.

- Provide regular updates to the Board on the status of programs, financial performance, and strategic initiatives.
  - Prepare detailed reports for Board meetings, including financial statements, program evaluations, and strategic plans.
  - Ensure the organization adheres to governance best practices and maintains high standards of accountability and transparency.
- **Community and Public Engagement**
    - Act as the public face of Moccasin Identifier, advocating for the organization's mission and programs.
    - Deliver speeches, presentations, and workshops to diverse audiences, including schools, community groups, and corporate partners.
    - Develop and execute a comprehensive communication strategy to effectively convey the organization's message and engage with stakeholders.
    - Oversee the creation of promotional materials, social media content, and press releases.
    - Building and maintaining relationships with various stakeholders including board members, staff, volunteers, donors, beneficiaries, and the community at large.
- **Digital Presence Management:**
    - Strategize and execute content updates for the organization's website, ensuring that all content is current, relevant, and effectively communicates the organization's mission and activities.
    - Plan and oversee the organization's social media strategy, including content creation, scheduling posts, and engaging with followers to enhance visibility and impact.
    - Monitor digital analytics to gauge the effectiveness of the website and social media platforms, making data-driven decisions to optimize digital outreach.

## **Qualifications**

- Bachelor's degree in Business Administration, or a related field.
- Proven experience (3+ years) in business, preferably within a non-profit or educational institute setting.
- Strong leadership skills and experience managing small teams.
- Excellent organizational abilities with a keen attention to detail.
- Proficient in using office management software, social media platforms, and website management tools.
- Outstanding communication and interpersonal skills.
- Ability to multitask and manage various project elements simultaneously.

## **Application Process**

Interested candidates should submit a resume and a detailed cover letter explaining their interest in the position and how their skills and experience align with the job description. Applications should be sent to [Boardchair@moccasinidentifier.com](mailto:Boardchair@moccasinidentifier.com) by December 10, 2025 at 4:00 p.m. ET.

**Moccasin Identifier is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.**