

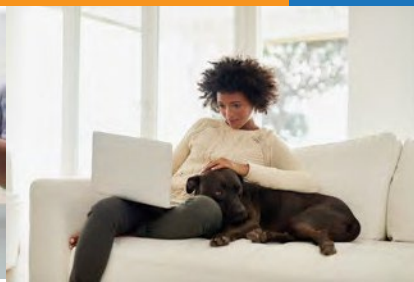
Real  
Estate  
Council  
Alberta

reca.ca



# Executive Opportunity

Director of Strategy and Engagement



The Real Estate Council of Alberta is the independent governing authority that sets, regulates, and enforces standards for residential real estate, commercial real estate, property management, condominium management, and mortgage brokerage licensees in Alberta.

## RECA's Mandate

RECA's mandate is to protect consumers, to provide services to facilitate the business of licensees, and to protect against, investigate, detect, and suppress fraud as it relates to the business of licensees.

## Mission

RECA creates consumer trust and confidence in the real estate industry by:

- setting and enforcing standards of conduct and professional development requirements for the industry to protect the consumer
- providing services that enhance and improve the industry, and promoting industry integrity
- protecting against, investigating, detecting and suppressing mortgage fraud as it relates to the industry

# THE OPPORTUNITY

As the regulator for Alberta's real estate brokerage, mortgage brokerage, property management, and condominium management licensees, the Real Estate Council of Alberta (RECA) is committed to the public interest by promoting the integrity of the industry and protecting consumers.

RECA is seeking a dynamic and forward-thinking Director of Strategy and Engagement to provide leadership across stakeholder engagement, communications, regulatory policy, corporate policy management, and strategic planning.

Reporting to the Chief Executive Officer (CEO), the Director of Strategy and Engagement advises the CEO and Senior Leadership Team on emerging regulatory, legislative, governance, consumer protection, stakeholder, and reputational matters that may impact RECA and the industries it regulates. Through strategic leadership, research, engagement, and communication, the position supports informed decision-making, advances RECA's consumer protection mandate, and strengthens public confidence in the organization.

As a member of the Senior Leadership Team, the Director of Strategy and Engagement leads the development and implementation of strategies that align stakeholder interests, organizational priorities, regulatory objectives, and public expectations. The role fosters strong external relationships, supports regulatory modernization, promotes organizational effectiveness, and ensures consistency and accountability in RECA's policy and communication activities.

## Responsibilities and Duties

### Strategic Advice and External Relations

- provides strategic advice and recommendations to the CEO and Senior Leadership Team regarding emerging regulatory, legislative, stakeholder, reputational, and consumer protection issues
- monitors government, industry, regulatory, and stakeholder developments that may affect RECA's mandate, strategic priorities, or public confidence
- develops and coordinates stakeholder engagement strategies and frameworks that support RECA's regulatory and organizational objectives
- builds and maintains productive relationships with regulatory organizations, industry associations, consumer groups, and external partners
- represents RECA in consultations, stakeholder meetings, industry forums, and external engagement activities, as delegated by the CEO
- supports the CEO in government and stakeholder relations activities
- identifies opportunities to strengthen external relationships, improve engagement, and support regulatory effectiveness
- provides strategic guidance regarding sensitive or high-profile issues that may affect stakeholder confidence or public trust

### Strategic Communications

- provides leadership and oversight for RECA's Strategic Communications function
- ensures communications strategies support RECA's consumer protection mandate, strategic priorities, and regulatory objectives
- oversees public communications, media relations, issues management, stakeholder communications, and reputation management activities
- ensures accurate, timely, and relevant information regarding regulatory initiatives, industry developments, legislative changes, and consultation activities
- promotes awareness and understanding of RECA's mandate, regulatory responsibilities, and consumer protection role
- provides strategic communications advice related to emerging issues, organizational priorities, and regulatory change initiatives

- oversees consumer awareness and public education initiatives that enhance confidence in the real estate marketplace and understanding of RECA's role
- develops and monitors performance measures to evaluate communication effectiveness and stakeholder engagement outcomes
- participates in public speaking engagements, conferences, and industry events as delegated by the CEO and in accordance with RECA policies

## Regulatory Policy and Consultation

- provides leadership and oversight for RECA's Regulatory Policy function, including policy analysis, regulatory research, consultation, and policy development activities
- oversees research and analysis related to legislative, regulatory, governance, consumer protection, and professional regulation matters affecting RECA and the industries it regulates
- leads consultation processes that inform legislative, regulatory, and policy recommendations affecting consumers, licensees, and RECA's regulatory mandate
- oversees the preparation of briefing notes, discussion papers, reports, position papers, and recommendations for consideration by the CEO, Senior Leadership Team, Board, and Industry Councils
- monitors emerging trends, risks, and best practices in professional regulation, governance, and consumer protection
- supports the development of regulatory policy that promotes accountability, public confidence, effective regulation, and consumer protection
- ensures policy recommendations are evidence-based, informed by stakeholder input, operational considerations, and aligned with RECA's mandate and strategic priorities

## Strategy, Corporate Policy, and Organizational Excellence

- leads the coordination, implementation, monitoring, and reporting of RECA's strategic and business planning processes
- develops frameworks, performance measures, reporting mechanisms, and accountability processes to assess progress against organizational goals and strategic objectives

- provides strategic research, analysis, environmental scanning, and recommendations to support executive decision-making and organizational effectiveness
- facilitates alignment and coordination across business units to support the achievement of organizational priorities
- identifies opportunities to enhance organizational effectiveness, operational performance, and continuous improvement
- promotes a culture of accountability, collaboration, innovation, and continuous improvement throughout the organization
- leads RECA's corporate policy governance framework, including oversight of policy reviews and the centralized policy repository
- ensures corporate policies are maintained, communicated, and aligned with organizational and regulatory requirements
- oversees policy standards, processes, and governance frameworks to support consistent policy management across RECA
- coordinates organization-wide policy management activities, while policy ownership remains with the appropriate business units and subject matter experts
- supports the CEO, Board, and Industry Councils through strategic analysis, policy advice, reporting, and briefing materials

## Human Resources & Financial Resources Management

- works with the Human Resources Manager on departmental recruitment and workforce planning to source, evaluate, hire, and retain human resources for the department
- establishes departmental training and professional development programs to ensure employees perform competently and have opportunities for personal development and growth
- sets departmental goals and priorities aligned with organizational objectives, and monitors employee performance standards through ongoing feedback, performance improvement planning, and appropriate corrective action when required
- prepares and recommends an annual operating budget for the department
- ensures prudent stewardship of financial, human, and information resources for the department

- provides regular, timely, and transparent reporting to the CEO while ensuring the accuracy, completeness, integrity, and appropriate disclosure of the annual performance of the department

## **Qualifications**

RECA's Director of Strategy and Engagement will have extensive experience in a multi-stakeholder environment at a senior leadership level. The education and experience that is needed for this role includes:

- a bachelor or graduate degree in Communications, Public Relations, Public Administration, Public Policy, Political Science, Stakeholder Relations, or related discipline
- 8-10 years of progressive leadership, implementing and managing stakeholder relations or engagement programs preferably in a professional or regulatory environment
- minimum of 5 years' experience in a senior leadership role leading professional teams, multi-functional areas, or cross-functional initiatives
- proven experience managing small to large scale projects

## **Other Knowledge and Skills**

- broad knowledge of best practices in public and stakeholder relations, strategic communications, media relations, government relations, and advocacy
- knowledge and understanding of professional regulation and consumer protection issues
- strong financial and issues management skills
- strong analytical, critical thinking, judgment, and strategic advisory skills, including the ability to identify opportunities for improvement and efficiency
- advanced interpretive, verbal, and written communication skills to present key messages clearly and persuasively
- exceptional relationship management, diplomacy, conflict management, and influence skills to build consensus and work effectively with internal and external stakeholders, including government
- proven leadership skills with the ability to foster cooperation, coach and motivate staff, and support effective decision-making and outcomes
- proficiency in the full suite of Office 365

# How to Apply

If you think this is the job for you, please email your cover letter and resume to Human Resources at [hr@reca.ca](mailto:hr@reca.ca). Please include "Director, Strategy and Engagement" in the subject line of your email. We thank all applicants for their interest. We will contact only those individuals we are considering for interviews. Further information regarding the role and the recruitment process will be made available to candidates moving forward in the competition.