

## POSITION PROFILE **GENERAL MANAGER**



WINTER, 2019

### THE ORGANIZATION

GoodMinds.com is Canada's pre-eminent wholesale Indigenous book business, primarily serving educational institutions at all levels, and First Nation and public libraries. Founded in 2000 by Jeff and Linda Burnham, the organization grew out of their earlier educational initiatives. Located on the Six Nations reserve in Brantford, Ontario, the position of General Manager has been created to continue to build the business as the Burnhams ease towards retirement.

At GoodMinds.com, we are passionate about learning and the value of a good book. GoodMinds.com sources and makes available the highest quality and most recently published Indigenous and school library books available in Canada today. By so doing, we strengthen those good minds that seek to learn and grow through reading, while also honouring those who invest their lives teaching and searching for superior resources with which to inspire their students.

GoodMinds.com also supports the success of Indigenous writers and publishers by making their best and most recent materials known and available. Our stock includes materials about many First Nations, the Metis and Inuit, both fiction and non-fiction, for every grade level.

To that end, our GoodMinds.com mission is to:

- Be the first choice of librarians and educators who source Indigenous books.
- Make it easy for educators, librarians and others to find the best of First Nations, Metis and Inuit, educational resources available today.
- Ensure our customers have complete confidence in their choices from GoodMinds.com.
- Provide customer service that exceeds each client's expectations.

Currently, Goodminds.com offers over 3,000 titles. There are currently three full-time and four full-time staff that will report to the General Manager. This strong and healthy business continues to expand annually.

## THE COMMUNITY

GoodMinds.com is located in a section of the Six Nations reserve that is surrounded by Brantford. Six Nations of the Grand River is the largest reserve in Canada, with over 27,000 members, and over 13,000 living on reserve. It is the only reserve in which six nations live together; Mohawk, Cayuga, Onondaga, Oneida, Seneca, and Tuscarora.

Bounded by the counties of Brant, Norfolk, Haldimand and the city of Brantford, Six Nations consists of a few communities and settlements, the largest being Ohsweken. It is the administrative hub and site of government. There are two community papers, a local radio station, a public library, and a host of social, health, and recreational services. Six Nations Polytechnic provides secondary and post secondary education with an emphasis on technology and language, offered from two campuses (Ohsweken and Brantford).

Brantford has a greater metropolitan population of 134,000 and is 39km from Hamilton and 105km from Toronto. Primarily a manufacturing centre, it has a high employment level. It is probably best known for its First Nation connections, such as Joseph Brant and Pauline Johnson, and as the place where Alexander Graham Bell invented the telephone.

Local school boards include Grand Erie DSB, and Brant Haldimand Norfolk Catholic DSB. Higher education consists of the local campus of Sir Wilfrid Laurier University. A number of cultural institutions thrive, from museums to a performing arts centre. House prices average around \$400,000.

## THE GENERAL MANAGER'S ROLE, RESPONSIBILITIES & OPPORTUNITIES

This is a role for a leader, collaborator and relationship builder. The new GM will be responsible for developing GoodMind.com's market and increasing sales. The GM will maintain an efficient infrastructure to support GoodMind.com's services.

- Anticipate market and consumer trends for First Nations, Metis and Inuit- books in order to maintain the country's most comprehensive and up-to-date inventory. Establishes annual sales targets, develops and leads strategies to meet those targets. Develop and execute annual marketing plans to meet those targets, with emphasis on attending conferences, trade shows, bookfairs, and related events across Canada. Responds to tenders and other pricing invitations.
- Negotiate prices with new publishers. Ensure that in-stock inventory levels are sufficient to meet demand, but not asset-rich beyond requirements. Ensure that the benefits and demands of new technologies are incorporated into the business.

- Responsible for the human resources function which includes determining staffing needs and skills, hiring and training staff, appraising performance, administering salaries and benefits.
- Develop and strengthen the company's relationships and promote its special status as a for-profit business with a strong social conscience to all First Nation communities both on and off reserve, all levels of government, and organizations that promote literacy and reading.
- As the company's senior staff person, responsible for ensuring that all legislative requirements and annual filings and record keeping for a First Nations business are met.

Immediate challenges include:

- Working with the owner (who currently manages all operations) to develop a transition plan
- Reviewing staffing needs in light of another upcoming retirement
- Setting targets for the next year

## THE IDEAL CANDIDATE

This position will appeal to an educator, librarian, or author who is energetic, business-minded and entrepreneurial, and committed to running an organization that improves people's lives. A passion for literacy, cultural retention, and the spirit of reconciliation are essential, as is understanding of and work experience with Indigenous communities.

Additional qualifications ideally include, but need not be limited to:

- Education in a related field such as business administration, library-information science, or education.
- Related experience, such as sales, librarianship, classroom teaching or curriculum development, writing or publishing.
- Management experience with responsibility for long-range planning, financial and human resources.
- A clear understanding of who the key players are in the First Nations, Metis, and Inuit educational book market, from authors and publishers through to purchasers.

- A strong grasp of office technologies.
- The personality, drive and ability to reach out and forge the necessary partnerships and relationships and to increase sales; willingness and desire to be mentored by the owner, and to take on increasing responsibility over time.
- Excellent oral and written communications skills and confidence in representing the organization in a range of forums demonstrating diplomacy and public speaking abilities.
- A sincere desire to be an integral part and champion of the Six Nations and Brantford communities.

#### COMPENSATION:

GoodMinds.com offers a highly competitive salary of \$75,000 to \$95,000, depending on experience, with annual progression based on performance. Bonuses based on annual sales may be negotiated, and a plan for partial or complete ownership of the business over time may be discussed with the owner.

As GoodMinds.com is an on-reserve business, the successful candidate may be income tax exempt, depending on his or her status.

#### FOR ADDITIONAL INFORMATION:

We welcome and encourage inquiries; please contact: Daryl Novak at 905-468-5550/ 647-774-4959 [darylnovak@icloud.com](mailto:darylnovak@icloud.com).

#### APPLICATION PROCEDURE AND TIMELINE:

Please submit your covering letter and results-oriented resume combined into one Word or PDF document. The covering email subject line should state your name (last name first) followed by: "GM Application." Send to [darylnovak@icloud.com](mailto:darylnovak@icloud.com). Also mail a hard copy addressed to Daryl Novak, 15526 Niagara Parkway, RR 1, Niagara-on-the-Lake, ON, L0S 1J0. **Note: In order to be considered, both hard copy and e-mail must be received on or before March 8<sup>th</sup>, 2019.** Only complete applications will be acknowledged.

Preliminary phone interviews will be held March 11<sup>th</sup> to 16<sup>th</sup>, with on-site interviews March 20<sup>th</sup> - 23<sup>rd</sup> in Brantford. A second interview for one or two finalists may be held April 2<sup>nd</sup> –

6th. A final decision and offer will be made in mid-April, with a view to the new incumbent beginning in early May.

GoodMinds.com is an Equal Opportunity Employer committed to inclusive barrier-free recruitment and placement processes and work environments. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005; GoodMinds.com provides accommodations throughout the recruitment and placement process to applicants with disabilities. If selected to participate in the recruitment process, please inform us of the nature of any accommodation(s) required. Any information received relating to accommodation measures will be addressed confidentially.