



## **President and CEO Position Description (Summary)**

The President and CEO ('CEO') reports to the independent Board of Directors and provides leadership and vision for the organization by setting and communicating the tone and culture of CMF. The CEO seeks to maintain and enhance CMF's reputation in the industry by ensuring effective consultation with the industry in the development of the CMF programs, guidelines and policies.

The CEO acts as the primary interface between executive management and the Board and in consultation with the Board is responsible for setting the CMF strategic direction and its annual business plan.

The CEO oversees a number of key areas of the business, including the CMF risk management strategy, its external relationship with its two Members the Department of Canadian Heritage ('Heritage') and the Canadian Coalition for Cultural Expression (CCCE), and negotiating the Contribution Agreement with Heritage.

From an operational perspective, the CEO is responsible for the implementation of the CMF strategy and its annual business plan, and is accountable through the executive management team for the financial management of the Corporation, its compliance with regulatory and legal requirements and with its internal constitution, and with the quality of service that CMF provides to its clients. This includes the overall management of the Services Agreement with Telefilm Canada and the relationship with them.

The role of the CEO is highly visible as CMF through its funding streams is positioned as a significant influence in the media industry. The CEO has a significant presence at networking and industry events in helping to raise awareness of CMF in the industry.