

# Candidate Brief

## National Director, Stakeholder Relations & Quebec

Windmill MicroLending | 2025





# About Windmill Microlending

Windmill Microlending enables immigrants and refugees to build careers in Canada while reducing poverty and labour shortages. They do this by offering low-interest loans along with career assessment coaching, financial literacy training, and mentorship for newcomers who lack access to mainstream credit.

Since 2005, Windmill has provided over 14,000 loans to newcomers in the fields of healthcare, IT, financial services, law, engineering, and many others, enabling their clients to triple their incomes. Over the past eight years, Windmill has grown its loan portfolio from \$5.5M to \$57M, with a plan to increase it to \$150M in the next few years.

Windmill is a registered Canadian charity supported by donations and community bonds from the private sector and grants from the public sector.

## Windmill's Strategic Priorities



### Empower more immigrants and refugees

We are improving our clients' experience while scaling up to serve 4,000 clients per year.



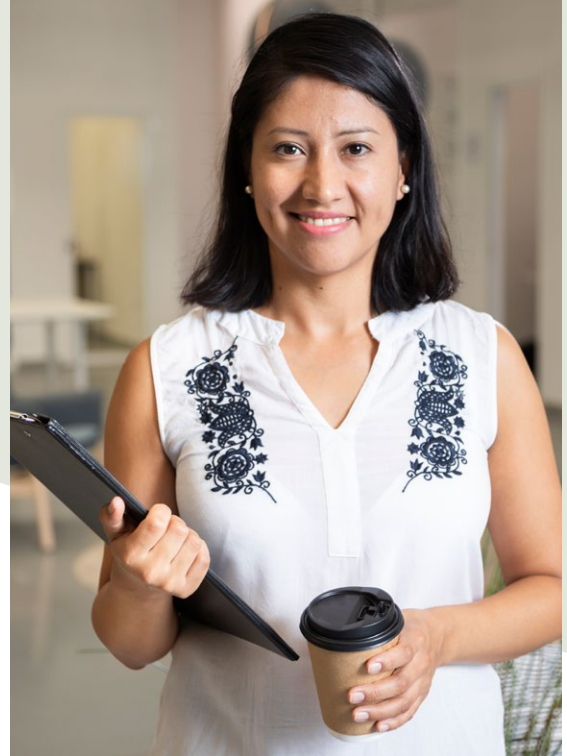
### Transition to a digital organization

We are redesigning Windmill's value creation model and developing our team's capabilities to meet the needs of a digital organization.



### Grow our funding to serve our mission

We are building our capabilities to grow our resources, as trusted funding partners to the government and private sector.



## IMPACT

Windmill empowers new Canadians, helping them build the careers they were trained for. Clients earn the credentials they need to move from survival jobs to middle-class salaries and higher. On average, Windmill clients double or triple their incomes. But Windmill's impact doesn't start and end with a loan; they also provide personalized support to help their clients, from application to repayment and beyond.

[See more about their impact](#)

## CLIENT STORIES

Windmill clients include a wide range of professionals—from doctors and nurses to engineers and IT professionals. Explore the inspiring stories of Windmill clients who achieved career success with a Windmill loan.

[Read their client stories](#)

## WHAT EMPLOYEES HAVE TO SAY

Windmill is widely recognized as a workplace where people feel inspired, supported, and valued. As one team member shared, “We make a difference every day—and do it together.” Their high employee engagement reflects a strong, purpose-driven culture.

[Learn more about working at Windmill](#)

For more information, visit  
[www.windmillmicrolending.org](http://www.windmillmicrolending.org)



## The Opportunity

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Reporting to the CEO, the National Director of Stakeholder Relations & Quebec is a key member of Windmill's Leadership Team, leading three critical portfolios: Government Relations, Strategic Partnerships and Quebec.

The National Director will position Windmill as an important, trusted partner of the government to secure new sources of government funding and renew current funding (\$4.7M).

The National Director will develop and oversee Windmill's high-impact, strategic partnerships with educational institutions, healthcare institutions, immigrant-serving organizations, corporations, and regulatory bodies, each with the potential to generate 50 or more loan applications annually from prospective immigrant and refugee clients.

A bilingual professional with a deep understanding of the province, the Director will be the key champion for Windmill's Quebec and francophone clients within Windmill and serve as the organization's key external spokesperson in Quebec.

### **REPORTS TO:**

[Chief Executive Officer](#)

### **DIRECT REPORTS:**

One Government Relations Specialist; One Manager, Partnerships; and several regional Partnership leads across Canada.





# Key Responsibilities

## GOVERNMENT RELATIONS (50%)

- Lead the strategy to secure multi-year government funding agreements, including identifying new opportunities, cultivating key relationships, and managing the full government funding pipeline.
- Provide the executive team with insight into government grant structures, timelines, and requirements; contribute to the development of annual and multi-year budgets.
- Act as Windmill's primary liaison with government stakeholders—representing the organization at meetings, conferences, program visits, and “lobby days,” and guiding CEO and board engagement with key government contacts.
- Monitor relevant policy, program, and legislative developments, and ensure Windmill is responsive to emerging opportunities and trends.
- Develop messaging and materials that position Windmill as a government-sector thought leader with the support of the Marketing and Communications team, and in collaboration with the Development Team. These materials will include documents, presentation decks, briefing notes, and speaking points for public and political engagements.

## PARTNERSHIPS (35%)

- Design and lead a national partnership strategy to expand and deepen referral channels, focusing on high-potential organizations capable of referring 50+ clients yearly.
- Manage, mentor, and develop the effectiveness of a cross-country partnership's team, fostering a mindset of continuous improvement and accountability for organizational success.
- Work with the Development team to identify and collaborate on fundraising opportunities embedded within strategic partnerships.
- Serve as a public-facing representative of Windmill, advocating for skilled immigrants and building awareness through sector events and media.

## QUEBEC (15%)

- Act as the chief spokesperson for Windmill in the province by attending important fundraising meetings with the Development team, conducting media interviews in French, and representing Windmill at key events.
- Engage with Windmill's Quebec Board members, Campaign Cabinet members and other senior volunteers to build Windmill's visibility, effectiveness, and impact in the province.
- Lead the development and execution of Windmill's client growth strategy tailored to Quebec's unique opportunities.
- Represent Quebec and francophone issues at the Leadership Team, ensuring regional perspectives are reflected in national planning while offering mentorship to francophone staff across the organization.



## The Ideal Individual

- ★ 15+ years of demonstrated success in government relations, partnership development, and strategic communications in both official languages.
- ★ Confident engaging all levels of government.
- ★ Skilled at building trust and securing revenue through relationships—including government funders, corporate partners, educational institutions, regulatory bodies, and professional associations.
- ★ An inspiring manager of people with a track record of fostering accountability, creating clarity, and motivating direct reports around a shared purpose. Will have managed a minimum of 4 to 6 staff with direct supervisory accountability.
- ★ Capable of developing strategy and ensuring flawless execution; proactive, tenacious, and action-oriented.
- ★ A strategic, bilingual leader with excellent communication skills in both official languages who can showcase a portfolio of compelling written documents, including presentations and proposals.
- ★ Understands the employment barriers immigrants face in Canada and is motivated to dismantle those barriers
- ★ A compelling, natural spokesperson for an immigrant-serving charity.
- ★ Grounded, collaborative, and curious—not driven by ego or hierarchy; welcomes diverse perspectives and is an excellent listener. Committed to challenging the status quo, building trust, and delivering impact in innovative approaches.
- ★ The ideal candidate lives in Ottawa or Montreal.



# Steps in the Selection Process

## EXPRESSING YOUR INTEREST

To be considered for this role, please submit your resume and a cover letter to Vesna Markovic at [vesna@searchsmart.ca](mailto:vesna@searchsmart.ca). We assure you that all personal information will be handled with the utmost confidentiality.

## CANDIDATE REVIEW AND SHORTLISTING

Upon receiving applications, we carefully review all resumes and cover letters against the client's requirements and compare candidates to ensure the best fit.

## INITIAL SCREENING WITH OUR TEAM

If your qualifications align with the client's criteria, we will reach out to schedule a short telephone meeting. This conversation allows us to assess your interest and suitability for the role and to provide you with additional information about the opportunity. Candidates advancing to the next stage will be asked to sign a Candidate Agreement. We will keep you informed about your progress after this step and confirm your interest.

## Candidate Charter

Our [Candidate Charter](#) is a testament to our commitment to treating candidates as valued partners in the executive search process. We believe that fostering trust, transparency, and mutual respect benefits all parties involved.

## CLIENT INTERVIEW PROCESS

Shortlisted candidates will be invited to meet with the client for an interview. This will typically involve a detailed discussion and may include a presentation or other preparatory tasks. Depending on the client's needs, follow-up interviews may also be scheduled.

After you meet with the client, we will communicate their feedback promptly. If you are chosen to move forward to a second round of interviews, we will conduct an initial reference check with an individual familiar with your professional experience. This interview may involve a selection committee.

## FINAL STEPS AND OFFER

Once all checks (reference, education, criminal, social media, and credit if applicable) are completed and you are identified as the preferred candidate, the client will extend a verbal offer. At this point, the terms and conditions of the offer will be discussed with you.

## How to Apply

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We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resume along with a cover letter that sets out your interest and experience for the role. Please include your salary expectations for the role in your cover letter. Please send your resume to [vesna@searchsmart.ca](mailto:vesna@searchsmart.ca).

Windmill Microlending is an equal opportunity employer. In accordance with the Accessible Canada Act, 2019 and all applicable provincial accessibility standards, upon request, accommodations will be provided by both SearchSmart and Windmill Microlending throughout the recruitment, selection, and/or assessment process.

## Commitment to Diversity, Equity, and Inclusion

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At SearchSmart, we are deeply committed to fostering diversity, equity, and inclusion (DEI) in every aspect of our work. We believe that diverse teams drive innovation, equity promotes fairness, and inclusion ensures that every voice is valued.

Our approach to executive search prioritizes creating opportunities for individuals of all backgrounds, experiences, and perspectives to thrive. We actively work to identify and mitigate bias in our processes and to present candidates who bring diverse expertise and lived experiences.

By integrating DEI into our mission, we empower our clients to build leadership teams that reflect the communities they serve, unlocking potential and driving meaningful change. At SearchSmart, diversity, equity, and inclusion are more than values—they are foundational to who we are and what we do.



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### CONTACT DETAILS

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

**Vesna Markovic**, Director of Research & Operations | 647 608 3595 | [vesna@searchsmart.ca](mailto:vesna@searchsmart.ca)





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