

CANDIDATE BRIEF

CHIEF EXECUTIVE OFFICER (CEO)



ABOUT THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS

The Canadian Association of Naturopathic Doctors (CAND) is the national non-profit professional association representing naturopathic doctors and naturopathic medical students across Canada. Incorporated in 1955, the CAND's membership consists of approximately 2000 members across the country; all are graduates of, or students in, an accredited four-year, post-graduate level naturopathic program.

MISSION: To further the naturopathic medical profession across Canada through advocacy, awareness, and support of naturopathic doctors.

VISION: Naturopathic doctors are a strong, trusted, and unified voice in Canadian healthcare.

THE OPPORTUNITY

The Board of Directors of CAND seeks a visionary, collaborative, and influential leader to serve as its next Chief Executive Officer (CEO). Reporting to the Board, the CEO will provide strategic and operational leadership, champion the profession nationally, strengthen member engagement, and guide the organization through its next phase of growth and impact.

KEY RESPONSIBILITIES

STRATEGIC LEADERSHIP

Provide visionary leadership and strategic direction in alignment with CAND's mission, vision, and values. Work closely with the Board of Directors to establish organizational priorities, execute strategic initiatives, and position the Association for long-term sustainability, relevance, and growth.

ADVOCACY AND GOVERNMENT RELATIONS

Serve as the primary advocate and spokesperson for the profession at the national level. Build productive relationships with government officials, policymakers, healthcare leaders, and key stakeholders to advance public policy priorities and increase awareness of the value of naturopathic medicine.

STAKEHOLDER AND MEMBER ENGAGEMENT

Strengthen relationships with members, provincial associations, educational institutions, healthcare organizations, insurers, and strategic partners. Foster meaningful engagement, encourage collaboration across the profession, and ensure members receive exceptional value through programs, services, and communications.

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ORGANIZATIONAL LEADERSHIP

Provide overall leadership of the Association's operations, people, and resources. Ensure effective planning, financial stewardship, operational excellence, and a high-performing organizational culture focused on accountability, service, innovation, and continuous improvement.

COMMUNICATIONS AND PUBLIC PROFILE

Lead strategic communications and public affairs initiatives that elevate the profile of both CAND and the profession. Promote consistent messaging, enhance public awareness, support media engagement, and strengthen the Association's reputation as a trusted voice in Canadian healthcare.

BOARD SUPPORT AND GOVERNANCE

Partner closely with the Board of Directors to support effective governance, strategic decision-making, and organizational accountability. Provide timely reporting, strategic advice, and leadership in implementing Board-approved priorities and policies.

FINANCIAL STEWARDSHIP AND SUSTAINABILITY

Oversee budgeting, financial planning, and resource allocation to ensure organizational stability and sustainability. Identify opportunities for revenue diversification, partnership development, and responsible growth while maintaining strong financial controls and accountability.

THE INDIVIDUAL

CAND seeks an approachable, strategic, and collaborative leader who can balance vision with execution and inspire confidence through effective communication, relationship building, and sound judgment.

EXPERIENCE AND QUALIFICATIONS

- A relevant post-secondary degree in a related field and/or professional designation; a CAE designation is preferred.
- A minimum of eight years of progressively senior leadership experience in the association management, healthcare, or not-for-profit sectors.
- Experience working with and supporting a volunteer Board of Directors.
- Strong understanding of Canada's healthcare system and public policy environment.
- Significant experience in advocacy, stakeholder engagement, and external affairs.
- Strong financial management and business acumen.
- Outstanding communication and public speaking abilities.

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POSITION INFORMATION

Employment Type: Full-Time

Location: Canada – Remote Work Arrangement. The position requires occasional travel and in-person attendance for Board meetings, conferences, and member events, estimated at approximately four to six times per year.

Reports To: Board of Directors

COMPENSATION

Salary Range: \$155,000–\$170,000 annually, commensurate with qualifications, experience, and demonstrated leadership capabilities.

RECRUITMENT TIMELINE

Date	Milestone
July 2026	Applications reviewed as received
July 28, 2026	Application deadline
July 2026	Introductory conversations with qualified candidates
August 6 and 12, 2026	First-round interviews

EQUITY, DIVERSITY, INCLUSION AND ACCESSIBILITY

CAND is committed to fostering an inclusive, accessible, and welcoming environment and encourages applications from qualified candidates of all backgrounds.

Should you require any accommodation to participate in the recruitment process, please advise of that in your submission email.

APPLICATION PROCESS

Interested candidates are invited to submit a comprehensive curriculum vitae and a cover letter to recruitment@cand.ca

Applications will be treated in strict confidence.