



Opportunity Profile

EXECUTIVE DIRECTOR
WAYFINDER DEVELOPMENTS

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Wayfinder Developments is building something that sits at the intersection of mission, market, and meaningful impact.

Established to help faith-based organizations unlock the potential of underutilized land for affordable housing and community benefit, Wayfinder operates in a complex space where trust, expertise, and credibility matter just as much as vision. Churches and faith organizations often carry significant assets but lack the development expertise, confidence, or partners required to move from aspiration to execution. Wayfinder exists to bridge that gap.

The organization is now entering its next phase and seeking its first Executive Director—a role designed for a proven leader who thrives in early-stage environments and wants to build something of consequence. This opportunity will resonate strongly with nonprofit executives or marketplace leaders who have operated close to the revenue line, enjoy external engagement, and are motivated by both financial sustainability and social impact. It is not a legacy organization in maintenance mode; it is a venture-mindset organization with a clear runway, a defined niche, and a mandate to grow.

The Executive Director will partner closely with the Director of Real Estate Development and the board to translate Wayfinder's vision into a sustainable, scalable enterprise. In practical terms, this means taking ownership of business development, helping establish operating discipline, and becoming the primary external face of the organization within the faith and nonprofit sectors. Early success will be marked by visible traction—new client conversations, growing pipeline confidence, improved organizational rhythm, and a board that can begin shifting from execution to governance.



While Wayfinder's work is deeply mission-driven, this is not a program-delivery role. The Executive Director is expected to think commercially, act entrepreneurially, and engage comfortably with multiple stakeholders—church boards, senior pastors, lenders, municipal partners, funders, and Wayfinder's own board. The position rewards leaders who enjoy building credibility in the room, advancing complex conversations, and moving opportunities forward in settings where trust is everything.

Over the next two to three years, the Executive Director (with the aid of a generous grant from CMHC providing initial capital) will help lead Wayfinder toward financial self-sufficiency, an expanded client base, and a stronger external reputation as the trusted development advisor for faith-based organizations navigating redevelopment. As the organization grows, this leader will help shape future staffing, service offerings, and longer-term strategy—laying the foundation for a durable organization that can extend its impact beyond Vancouver.

This role is well-suited to leaders who:

- Have operated at senior levels in nonprofit, consulting, professional services, or purpose-driven marketplace environments
- Are comfortable generating revenue, cultivating relationships, and closing opportunities
- Thrive in lean settings where influence is earned and systems are still being built
- Are motivated by work that blends enterprise discipline with community impact
- Are fluent in the culture, language, and decision-making dynamics of faith-based organizations

For the right leader, this is a chance to step into a foundational executive role with meaningful autonomy, visible impact, and the opportunity to help shape both an organization and a model that matters.



OUR STORY

From church parking lot to affordable housing – the housing project and community that started it all.

In 2018 we united our development know-how and deep understanding of faith communities to build our first affordable housing project in Vancouver, Co:Here Housing, and continue to pursue our mission with integrity and dedication. Built on Grandview Church's under-used parking lot on the corner of East 1st Avenue and Victoria Drive, the Co:Here Housing project was born out of Grandview Church's vision to serve their neighbourhood and address the dire need for affordable housing in their community.

Through the development and construction process, many faith-based organizations reached out to us seeking help for a similar problem. They wanted help to transform their underutilized land and aging buildings into affordable housing and revitalized spaces serving their communities. And that's how Wayfinder Developments Society (formerly Co:Here Developments Society) was formed. We're passionate about bridging the worlds of faith and affordable housing through a genuine, visionary approach. Our specialized development consulting services help faith-based organizations get organized and guide them through the whole development process from start to finish.



OUR MISSION & VISION

We are the trusted development consultant partner for faith-based communities, providing guidance and expertise every step of the way with honesty, integrity, and creativity.

OUR BRAND PILLARS

At Wayfinder, our mission is guided by a steadfast commitment to four core values that shape everything we do.

- **Hope:** Illuminating a brighter future
- **Guidance:** Navigating a new path, together
- **Expertise:** Industry experts grounded in faith
- **Integrity:** Selfless support at every step

KEY RESPONSIBILITIES

Strategic Leadership & Corporate Oversight

- Lead the development of annual organizational goals and strategic plans, in collaboration with the Wayfinder Board and Director of Development.
- Track and report progress on strategic initiatives and budget performance at quarterly board meetings.
- Ensure organizational systems and processes support sustainability and impact.
- Identify and foster strategic partnerships and alliances aligned with Wayfinder's mission.

Business Development & Client Engagement

- Lead business development efforts including pipeline generation, outreach, and relationship cultivation with potential church clients and partners.





- Collaborate with the Director of Real Estate to identify new project opportunities and strategic growth markets.
- Represent Wayfinder externally in presentations, partnerships, and industry conversations.

Marketing, Systems & Internal Operations

- Oversee the creation and ongoing improvement of marketing materials and messaging.
- Ensure timely follow-up with prospective clients and partners.
- Support the development and refinement of operational systems and assessment processes (with technical input from the Director of Real Estate).
- Contribute to a healthy organizational culture grounded in trust, collaboration, and purpose.



QUALIFICATIONS

- Proven experience in business development, sales, or marketing; ideally in a consultancy, nonprofit, or faith-based environment.
- Able to build trust quickly with leaders of faith-based organizations and not-for-profit boards.
- Deep understanding of the church and faith-based world, an asset.
- Strong strategic thinker with experience in corporate oversight, budgeting, and goal-setting.
- Entrepreneurial mindset; thrives in a fast-moving, evolving organization with big ambitions.
- Excellent communicator who is confident presenting to boards and senior leaders.
- Passionate about Wayfinder's mission and the intersection of real estate and faith communities.
- Hands-on; doesn't have direct reports.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Vancouver, BC

Application Deadline: June 1, 2026

Short List Interviews: June 2026

Start Date: TBD

Salary Range: \$130,000 - \$160,000

This position is currently available

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.

OUR SEARCH TEAM



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MARK KRAFT LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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MATT ROBBERSTAD SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.



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ALEXA KROEKER SUPPORTING THE SEARCH

With extensive experience in executive and board assistance, Alexa combines her recruitment expertise with a keen understanding of organizational needs to build high-performing teams. She's adept at crafting compelling job descriptions and leveraging advertising strategies to attract the best candidates for your organization. From the initial kickoff meeting, Alexa listens attentively to understand the nuances of your ideal candidate, ensuring a tailored and effective recruitment approach.