



POSITION DESCRIPTION – PRESIDENT & CEO

President & Chief Executive Officer

Summary of Accountabilities

1. President and Chief Executive Officer's (CEO's) accountabilities are as follows:
 - serves as Cervus' highest authority (subject to the authority of the Board of Directors);
 - optimizes Cervus' financial performance;
 - ensures Cervus' assets are efficiently utilized in a responsible manner while maximizing shareholder value;
 - establishes Cervus' strategic plan and provides leadership in the execution of the plan;
 - leads Cervus with a clear sense of business direction and purpose;
 - recommend capital commitments that support Cervus' operational and strategic plans;
 - ensure that Cervus has systems in place to safeguard Cervus' assets and effectively monitor and manage the principal risks related to the operation of the business;
 - champions Cervus' vision and values, with particular emphasis on a culture of integrity; and
 - serves as a role model in demonstrating the values.

Specific Accountabilities

Strategic Planning

1. The CEO establishes and executes the strategic plan by:
 - developing a well-defined strategy for Cervus;
 - engaging stakeholders to build understanding and commitment to the plan;
 - establishing management processes and specific performance measures that clearly support Cervus' long-term strategy; and
 - assessing performance and making timely changes in strategy, structure and resource allocations.

Financial Results

2. The CEO optimizes financial returns by:
 - defining appropriate long-term financial objectives and setting annual goals consistent with Cervus' business strategy;
 - establishing, monitoring and maintaining appropriate management systems to provide effective control of operations; and
 - demonstrating diligence in making the appropriate certifications required under any governing securities and corporate legislation.

Leadership

3. The CEO provides leadership to Cervus by:
 - establishing and building commitment to a clearly defined business direction and purpose;



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- effectively championing Cervus' vision and values, especially a culture of integrity;
 - serving as a role model for Cervus' values;
 - establishing and maintaining an effective framework of governance to execute the strategy including: aligning employees with Cervus' direction and purpose, assigning and holding employees accountable, as well as, monitoring performance and taking corrective action;
 - establishing succession plans and executing on those plans through employee development and by recruiting for senior management positions as required;
 - ensuring programs are in place to attract, retain and motivate the senior management team;
 - ensuring processes are in place to recruit, develop, manage performance and motivate all employees; and
 - serving as Cervus' liaison with the industry and the investor communities.

Safety

4. The CEO ensures a safe work environment by:
 - establishing the safety strategy, including performance targets;
 - monitoring performance; and
 - ensuring adherence to established policies and standards.

Board Relationship

5. The CEO contributes to Board governance by:
 - establishing effective working relationships collectively and individually with the Board;
 - keeping the Board fully informed on all important issues facing Cervus; and
 - recommending appropriate policies for Board consideration.

Document Control Information

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