



Wisconsin Waterfowl Association – Job Description

Title of the position: Executive Director

Department: Operations

Reports to: President, Board of Directors

Overall responsibility: Chief executive officer of the Wisconsin Waterfowl Association. The Executive Director reports to the Board of Directors, and is responsible for the organization's consistent achievement of its mission and objectives.

Key areas of responsibility:

- Program development and administration:
 - Assure that the organization has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress.
 - Provide leadership in developing program, organizational and financial plans with the Board of Directors and staff, and carry out plans and policies authorized by the board.
 - Program, product and service delivery – oversee the design, marketing, promotion, delivery and quality of programs, products and services.
 - Promote active and broad participation by volunteers in all areas of the organization's work.
 - Maintain official records and documents, and ensure compliance with federal, state and local regulations.
 - Maintain a working knowledge of significant developments and trends in the field.

- Communications:
 - Ensure that the board is kept fully informed on the condition of the organization and all important factors influencing it. Provide regular reporting for review & discussion.
 - Publicize the activities of the organization, its programs and goals, through classic communications tools like newsletters, as well as through frequent social media posting on Facebook, and other channels, as appropriate, to ensure wide knowledge of the association's work. Promote the goals, objectives, and accomplishments of WWA through the media and public speaking engagements.
 - Establish sound working relationships and cooperative arrangements with WWA chapter teams, other conservation groups, and other community groups and organizations.
 - Represent the programs and point of view of the organization, & maintain liaison and professional visibility with state wildlife and federal wildlife agencies, university wildlife departments, non-governmental conservation organizations, sportsmen's groups, other organizations, and the general public.
 - Assures the organization and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders.

- Develop and execute specific communication tools to members and prospective members to keep them informed on all activities and programs.
- Oversee the content of the web site to ensure that it is current, reflective of current goals and objectives and positively presents the organization to all readers
- Personally solicit, and utilize WWA volunteers to support solicitation of major gifts & sponsorship relationships, in addition to banquet revenues.
- Leadership of staff:
 - Responsible for the recruitment, employment, and release of all personnel, both paid staff and volunteers.
 - Ensure that job descriptions are developed, that regular performance evaluations are held, and sound human resource practices are in place.
 - Ensure an effective management team, with appropriate provision for succession, is in place
 - Encourage staff and volunteer development and education, and assist program staff in relating their specialized work to the total program of the organization.
 - Maintain a climate that attracts, keeps, and motivates a diverse staff of top-quality people.
- Budget and finance oversight:
 - Responsible for developing and maintaining sound financial practices & reporting.
 - Work with the staff, finance committee, and the board in preparing annual budgets; ensure the organization operates within budget guidelines.
 - Ensure adequate funds are available to permit the organization to carry out its work
 - Ensure that chapters are conforming to the financial policies of the organization and adequate internal controls are in place.
 - Jointly, with the president and secretary of the board of directors, conduct official correspondence of the organization, and jointly, with designated officers, execute legal documents.
- Fundraising and association/member/chapter development:
 - Oversees fundraising planning and implementation, including identifying resource requirements, researching and contacting sponsor funding sources, establishing strategies to approach funders, submitting grant proposals and administrating fundraising records and documentation.
 - Monthly Executive Director reporting to the full board including fundraising contacts in regards to major leads for lifetime sponsors, donors, etc.
 - Develops and executes specific membership/chapter recruitment & development programs
 - In assistance to the staff team; organize, guide and assist chapter committees, and other volunteer teams, with the planning, organization and execution of successful fundraising events, including, but not limited to: special raffles, dinner banquets, golf outings, sporting clays shoots, and other opportunities, to meet annual budget projections.
 - Oversee and complete the acquisition/maintenance of merchandise inventory for use in fundraising efforts; through sponsor/donor contributions/relationships, through effective buying/sourcing practices, and using careful oversight of cash flow management, and inventory control practices.

- **Additional Responsibilities:**

- Monthly Executive Director Report, submitted to the full board, including, amongst other pertinent monthly events, fundraising contacts in regards to major leads for lifetime sponsors, donors, etc.
- Perform other duties as required.

Education and Experience:

Bachelor's or equivalent degree in business, non-profit administration, marketing/sales, fundraising, communications or related field, minimum of five years additional experience preferred but not required. Prior experience working with volunteers and fundraising preferred.

Qualifications, knowledge, skills, abilities:

1. Thorough understanding of WWA's mission, goals, organizational structure and activities, including biological, social and political elements that shape them, and the ability to promote them.
2. Must possess excellent "people skills" and be able to develop effective relationships with a wide variety of individuals.
3. Must be a self-starter with excellent organizational skills and be able to direct and motivate volunteers, paid staff, & contract employees.
4. Must be able to help identify future chapter opportunities and recruit volunteers to capitalize on these opportunities to grow the revenue and volunteer base.
5. Must be able to understand and determine annual fundraising income projections and operating expense budgets.
6. Must be able to work cooperatively with wildlife and wetland management professionals in government agencies and non-governmental entities.
7. Must be proficient in the use of office computer programs including word processors and spreadsheets. Experience in maintaining web-sites is preferred.
8. Must have excellent communication skills both verbally and written. Must be able to speak to large groups of people. Experience in regularly incorporating social media communications into your daily work, and helping maintain social media sites is preferred.
9. Must have the ability to work independently without frequent, direct supervision and to remain focused on goals and objectives while also supporting the rest of the staff team when needed.
10. Must have the ability to work in and foster a team-oriented environment, with volunteers & staff.
11. Must have the ability to resolve conflict and be flexible with changing priorities, and able to manage multiple priorities simultaneously.
12. Must be able to develop, cultivate and solicit major sponsors, individually and while working in conjunction with the board of directors, chapter volunteers, and/or other staff members.

Physical Demands:

Travel is required on weekdays and weekends. Must have a flexible work schedule and have the ability to occasionally lift heavy items.

Consults with:

- Director of Administrative Services

- Regional Director
- Project Director
- Leaders and representatives of volunteer chapter teams, including Officers and Directors from the Board

Terms of employment: Full time, exempt (salaried)

The above is intended to describe the general content of and requirements for the performance of the job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements.