

## JOB DESCRIPTION FOR WISCONSIN WATERFOWL ASSOCIATION'S (WWA) REGIONAL DIRECTOR

### **REGIONAL DIRECTOR (RD)**

This title refers to the WWA employee who has the principal responsibility for developing the funds necessary to support administrative functions of WWA, and provides the seed money for WWA projects, through fundraising events. Here the term "events" encompasses banquets, "bashes", shoots, tournaments, raffles, and other grassroots fundraising activity, but does not include philanthropic gifting or grant acquisition.

### **WWA's RD:**

- Reports to the Executive Director, for the accomplishment of job responsibilities
- Supports the WWA Committee responsible for producing efficient, sustainable and profitable events around the state.
- Works alongside the Chapter Chairs to assist them in developing and sustaining a team to plan, organize, run, and closeout a fun, profitable and sustainable event.
- Collaborates closely with the Administrative Director to manage event marketing, inventory management, and generating the necessary documentation to account for the financial operations of an event.

### **GOALS of the Position:**

1. Sustainable, profitable events in sufficient number to meet or exceed WWA's administrative and operational financial needs.
2. Strong chapters which are excited and competent to put on events that are fun, efficient and profitable.
3. Sufficient numbers of chapters throughout the state to effectively engage the Wisconsin Waterfowling community.
4. Marketing efforts sufficient to excite public desire to attend WWA events.
5. Accurate and timely controls for financial operations and merchandise inventory.
6. Compliance with all regulatory requirements and WWA guidance.

### **Overall responsibilities.** The RD is responsible for:

1. Guiding chapters to putting on events that are fun, efficient and profitable.
2. Generating sufficient Net Income from events to support WWA administrative and operational needs.
3. Sustaining and improving each individual Chapter's results (i.e., fun, efficient, profitable)
4. Increasing the quality of the event experience for both attendees and the volunteers who run them.
5. Establishing chapters where WWA is under-represented.
6. Timely, effective administration of Events
7. Ensuring compliance with federal, state and local gaming laws, including maintaining necessary gaming licenses.

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### **Merchandising:** The RD shall

- Support the Board's committee responsible for merchandising by informing their decisions on what merchandise will bring the greatest return.
- Seek new and attractive merchandise for events and direct marketing.
- Order and maintain adequate (but not excessive) merchandise for events and direct sales.
- Obtain donations of attractive merchandise in sufficient quantity for events and direct marketing.
- Order and maintain inventory to meet event and direct sales requirements.
- Ensure turnover of inventory to minimize stale material.
- Maintain inventory control to eliminate shrinkage.
- Seek corporate donations and low cost items to maximize WWA profitability.

### **Event Coordination:** The RD shall

- Coordinate the scheduling of all WWA events, considering chapter desires, staff availability, and cash flow consideration of WWA.
- Working with Chapter Chairs, ensure events are well-planned, -marketed, -organized, -run, and -reported.
- Ensure compliance with all WWA legal and procedural requirements for each event.
- Throughout the event cycle, provide regular guidance to Chapters on how to maximize net income, considering the sustainability of the event in the future (i.e., the attractiveness to current attendees to participate in the future)
- Keep Executive Director apprised of status of all event planning and event follow-up stages; routinely provide visibility of expected results of the event.
- Deliver event merchandise, materials and supplies needed for a particular event in a timely and efficient way
- Ensure WWA mission work is featured prominently at each event.
- Ensure cash funds accountability before, during and after events.
- Provide credit card services during event operation.
- Provide adequate internal controls for all items of value throughout the event cycle.
- Provide membership records from each event to Director of Administration for database entry
- Work with chapters to ensure accurate and timely filing of financial and other event-associated reports.

### **Inventory, Storage and Transport:** The RD shall

- Order attractive merchandise for events that allow an appropriate margin of profitability
- Maintain adequate inventory of required merchandise and event administrative gear and supplies.
- Provide regular visibility of inventory to ensure accurate financial reporting.
- Maintain trailers to ensure safe, efficient and adequate storage and transport.
- Deliver required supplies, support equipment and merchandise to events in sufficient time for a smooth, stress-free set-up.

### **Chapter and Member Development:** The RD shall

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- Identify opportunities for new chapters in areas under-represented by WWA, and ascertain potential chapter leadership.
- Work with the Board of Directors and the Executive Director to cultivate potential chapter leadership and members to create and sustain an effective chapter.
- Identify, document and share best event practices across all events, and with the Event Committee. Find creative ways to encourage their adoption by each committee.
- With the Event committee, develop and implement a comprehensive chapter incentive program that encourages chapter members to deliver the results desired from each event: fun, efficient, profitable.
- With the Event Committee, contribute to the development of a Chapter Training program that grows the competency and commitment of chapter leadership to sustain and grow their chapter effectiveness.
- Create, and be, the “face of WWA” at shows and other events, to promote our organization, collect donations, and cultivate membership.

OTHERS???