



POSITION DESCRIPTION

TITLE	EXECUTIVE DIRECTOR
REPORTS TO	Board of Directors through the President
PAY RANGE	\$76,000 to \$82,000, depending on experience

PRIMARY FUNCTION

The Executive Director is responsible for leading the staff and providing counsel to the Board of Directors of United Way St. Croix and Red Valleys, Inc. This includes management of the overall operations, external relations, community building and fundraising efforts.

NATURE AND SCOPE

The Executive Director is the chief professional officer for the organization. This position is responsible for ensuring the implementation of the goals, objectives, policies, and programs approved by the Board of Directors. The Executive Director provides organizational leadership, overseeing and implementing resource development activities, overseeing Community Impact programs, and building coalitions designed to strengthen communities. This position has overall responsibility for managing the organization's office and its staff and publicly represents United Way in the community.

Preferred qualifications include a bachelor's degree (4-year) or degree-equivalent and a minimum of two years of experience in a director-level leadership role of a nonprofit agency. Knowledge of basic principles and practices related to fundraising, grant writing, resource development, sales and/or sales management. The applicant must demonstrate excellent written and verbal communication skills, plus strong leadership qualities. Ability to perform under pressure, possessing exceptional organizational and presentation skills. The applicant must have a proven track record in fundraising, coupled with a demonstrated success in building strong interpersonal relationships with donors. Must also possess the high level of analytical ability required in order to monitor and refine United Way systems and procedures and to ensure compliance with governmental rules and regulations. Must be able to organize, manage and prioritize multiple projects simultaneously and have the ability to compile, understand and communicate financial statements and other accounting data.

ESSENTIAL JOB FUNCTIONS

I. Manage and increase resource development and fundraising activities

- Develop fundraising activities, recruiting sponsors and volunteers, while encouraging financial support through promotional activities.
- Develop and maintain professional relationships with donors.
- Oversee writing grants, letters, making speeches, and monitoring the activities of all fundraising activities, including the annual campaign.
- Oversee the design and implementation of resource development plans, communications, and recognition events for the "Pillars Club" leadership giving program.
- Collaborate in the design of promotional materials and special events.
- Ensure efficient solicitation, collection, and record-keeping.

II. Enhance organizational relationships

- Cultivate community support for United Way St. Croix and Red Cedar Valleys by developing and maintaining a positive working relationship with local civic, businesses, union and community leaders.

- b. In conjunction with Community Impact staff, develop and distribute news releases and promotional materials.
- c. Maintain appropriate relations with other government, professional and social service agencies in the community.
- d. Serve on appropriate nonprofit Boards and committees.
- e. Maintain a cooperative relationship with other United Way organizations.
- f. Promote the mission of the United Way in the community through public relations programs, including personal contacts and the media.

III. Implement community building activities

- a. Recommend and/or provide input on proposed new programs and services.
- b. Work with agency leadership to identify and address community problems and reports findings to the Board of Directors in order to facilitate development of long-range strategic plans to meet community needs.
- c. Evaluate the services being provided by nonprofit agencies in relation to United Way goals and standards and recommend funding levels to the Board of Directors as needed.
- d. Interpret trends in the fields of service in which funded agencies are engaged by maintaining involvement in the human services field as a whole.
- e. Provide leadership for periodic community needs assessments, information and referral databases and other similar undertakings.
- f. Develop and maintain a sound working relationship with affiliated agencies and promote inter-agency cooperation.

IV. Manage agency assets and finances

- a. Draft the annual operating budget in consultation with the Finance and Operations Committee for approval by the Board of Directors and monitor the budget once approved.
- b. Direct all day-to-day financial operations of the agency.
- c. Provide staff support for the Finance and Operations Committee.
- d. Prepare bi-monthly financial reports for delivery to the Treasurer for presentation to the Board of Directors.
- e. Ensure that an audit firm is selected annually by the Board of Directors and aid the firm in the preparation of the annual financial audit.
- f. In partnership with accounting & auditing firms, assure:
 - a) the preparation and implementation of accounts payable, accounts receivable, cash disbursements, payroll, monthly bank reconciliation and general ledger transactions;
 - b) the timely deposit of the federal and state payroll taxes and filing of the quarterly 941 and state reports;
 - c) and preparation of forms W-2, 1099, W-3, W-4 and the timely filing of all necessary state and federal reports.
- g. Ensure that United Way funds are used for the purposes specified in the grant application.
- h. Provide staff support for the Community Impact Committee.

V. Supervise staff and operations

- a. Provide overall day-to-day leadership and direction of the personnel function of the organization including participation in the development of personnel policies and procedures.
- b. Manage personnel including hiring, professional development, supervision, record keeping, evaluation and termination of staff.

- c. Oversee office operations including the management of time, space and equipment resources.
- d. Apprise the Board of Directors of staff activities and progress towards goals.
- e. Assure that staff support is provided to Board committees and volunteers.

VI. General and administrative responsibilities

- a. Recommend policies to the board and assist the board in the formulation, interpretation, and implementation of policies for the effective and economical operation of the agency.
- b. Develop and recommend long- and short-range plans to the board.
- c. Assure that United Way functions in accordance with the bylaws and Board policies.
- d. Chief administrative responsibility for public accountability, maintenance of facilities and equipment and reporting to various bodies.
- e. Ensure that the legal obligations of the agency are met.
- f. Aid in the recruitment of a dedicated and competent Board of Directors representative of the community.
- g. Ensure required reports to United Way Worldwide are submitted.

VII. Other duties as assigned by the President of the Board of Directors

Direct Reports: 211 Director (full-time)
Administrative Manager (part-time)
Diaper Bank Manager (part-time)
Director of Development (full-time)
Marketing Coordinator (full-time)