



## GIRLS ON THE RUN OF WNC EXECUTIVE DIRECTOR JOB DESCRIPTION

**Job Title:** Executive Director

**Location:** Asheville, NC

**Reports to:** Girls on the Run of WNC Board of Directors and Girls on the Run International

**FLSA Status:** Exempt

### Organization Profile

[Girls on the Run of WNC](#) is a non-profit, independent council of Girls on the Run International. We provide a physical activity-based positive youth development program with a mission to “inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.” Girls on the Run programs are offered to 3<sup>rd</sup>-8<sup>th</sup> grade girls every fall and spring in fourteen counties across Western North Carolina.

### Position Summary

The Girls on the Run® of WNC Executive Director is a highly-skilled nonprofit professional who provides leadership, vision and direction to the organization. The Executive Director represents the WNC council to the public, leads organizational development and strategic planning, optimizes financial performance, oversees program delivery in fourteen counties, builds donor relationships and oversees personnel. The Executive Director works closely with the Girls on the Run of WNC (GOTRWNC) Board of Directors and Girls on the Run International Headquarters to expand systems and procedures to accomplish the mission and reach strategic goals.

The Executive Director develops organizational strategy, sound practices and supportive relationships, both internally and externally, resulting in cooperative and effective collaborations that further the mission of Girls on the Run International (GOTRI).

### Position Profile

The Executive Director must possess a passion for, and commitment to, improving the lives and opportunities of girls in third through eighth grades. The Girls on the Run program provides a safe and interactive way to learn about healthy living which includes an introduction and education on important topics such as goal-setting, cooperation, healthy decision-making, and self-respect, while training for a 5K event. The innovative curriculum teaches girls to listen and open up while also encouraging them to commit to a healthy lifestyle, and harness the inner strength that they possess. Our important mission is accomplished by giving girls the tools to make positive choices for a healthy body and mind, while reducing the many risks they face today.

The Executive Director is responsible for the overall implementation of the Girls on the Run mission. The Executive Director reports to the GOTRWNC Board of Directors. The Executive Director’s job responsibilities include developing and implementing the overall strategy and vision for the Girls on the Run program and all organizational and operational aspects of Girls on the Run including its administration, financial operations, revenue generation, program development and activities, personnel management and strategic planning. Some of the key responsibilities falling within these areas include:

### **Program and Staff Management**

- Attracting, developing and retaining staff
- Developing and fostering a strong and open dialogue with the GOTRWNC Board of Directors and GOTRI
- Maintaining appropriate staffing structure; overseeing recruiting, training, development and evaluation of staff

### **Fund Development**

- Develop diverse funding streams and long-term plans to best support the mission and goals of the organization
- In conjunction with the board and staff, implement fundraising efforts, including sponsorship, donor cultivation, solicitation and stewardship, grants, special events, etc.
- Actively participate in donor cultivation and solicitation
- Develop collaborative projects/partnerships with other community providers
- Partner with GOTRI to maximize cause-related marketing and other national opportunities locally

### **Program Development and Strategic Planning**

- Planning, in coordination with the board and staff, for the direction and leadership of the overall program
- Cultivating relationships with coaches, donors, parents, participants, sponsors and volunteers
- Acting as ambassador to represent Girls on the Run's mission and programs

### **Organizational Administration**

- Ensure that the organization is in compliance with all laws and guidelines governing nonprofit organizations and the Girls on the Run International Membership Agreement, policies and guidelines
- Developing and implementing necessary policies and procedures
- In coordination with the board, identifying and planning for infrastructure growth to parallel growth of program
- Develop relationships with the local media and serve as the GOTRWNC primary contact to market the program and build additional community support
- Effectively develop business systems and strategies and ensure appropriate implementation
- Maintain ethical standards and accountability, manage risk, perform due diligence and implement operational best practices

### **Finance**

- Ensure optimal financial performance of the council
- Maintain processes, in collaboration with the Board Finance Committee and finance staff, for proper record keeping and internal financial controls
- Assist the board with development and management of annual budget
- With the Treasurer and finance staff, review and report all financial activities to the board on a regular basis
- Review analysis of financial activities (income and expense) to discern trends, identify areas of improvement, address problems and develop forecasts

### **Required Qualifications**

- BA or BS degree
- Minimum of three to five years of experience in nonprofit management
- Demonstrated success with fundraising
- Outstanding communication skills in multiple environments and with a diverse range of internal and external audiences
- Demonstrated experience setting and managing budgets and financial forecasting
- Passion for Girls on the Run's mission and the ability to comprehend and effectively communicate issues surrounding girls' empowerment, self-esteem, body image and whole-person health
- Ability to multitask, prioritize and make efficient decisions
- Flexibility to work some evenings and weekends
- Ability to travel within assigned territory, using a personal vehicle

### **Preferred Qualifications**

- Advanced degree in related field
- Strategic planning experience
- Experience working with a Board of Directors
- Connections in the local community (regional connections a plus)
- Experience with Girls on the Run (or other similar youth or wellness programs)

### **Compensation**

- Annual salary of \$47,000
- Dental, vision, life and accident insurance
- Short-term disability
- 10 paid holidays, including the week between Christmas and New Year
- 10 days of PTO
- Opportunities for professional development

All positions with GOTRWNC are pending a valid background check to be eligible for employment.

**To Apply:** Email a cover letter, resume and three references (in PDF format) to [gotrwncoffice@gmail.com](mailto:gotrwncoffice@gmail.com) with "Executive Director" in the subject line.

**Deadline to apply is Friday, October 27, 2017.**

*Girls on the Run is an equal opportunity employer and does not discriminate on the basis of gender, race, ethnicity, creed, religion, political position, disability or sexual orientation.*