

Job Description
EXECUTIVE DIRECTOR

Title: Executive Director
Reports To: Board of Trustees, through the President of the Board
Status: Full- time, Exempt

Summary of Responsibilities:

- Works collaboratively with the Board of Trustees to implement the strategic direction and establish initiatives to fulfill the mission of Woodlawn.
- Directs all aspects of Woodlawn's operations, to include development, education and public programming, finance, external communications, property management, events, and staffing.
- Provides effective oversight of Woodlawn's finances including collaboration with the Finance Committee to develop the annual budget and staffing plan and ensures responsible financial stewardship.
- Manages and leads staff, volunteers, and consultants, fosters an engaged board and acts as liaison between the Board and staff in order to pursue organizational goals.
- Leads and participates in all fundraising and development activities, including grant writing and developing relationships with foundations, corporations, and individual donors.
- Serves as spokesperson and chief advocate for Woodlawn.
- Establishes strong partnerships in the community.
- Directs the overall development of public relations and marketing initiatives.
- Develops an effective communications plan to raise the profile of Woodlawn
- Oversees the management of 180-acre campus and facilities of Woodlawn as well as the collections held in public trust.

POSITION RESPONSIBILITIES:

Executive Leadership and Organizational Management

- Implement strategic direction for Woodlawn's mission, vision, and goals in collaboration with the Board of Trustees, staff, and community stakeholders across the region.

- Organize, motivate, and mentor internal team leaders to strategically grow the organization's impact, programs, and fundraising to advance its mission.
- Manage and motivate staff, overseeing processes such as hiring, separation, staff development, performance management, and compensation and benefits.
- Inspire a business-oriented, professional, results-driven environment across the organization.
- Establish goals, objectives, and operational plans in collaboration with the Board, staff, and other leaders and community partners.

Development and Fundraising

- Drive development and fundraising, leveraging the Board and staff as needed, to ensure funding needed for annual operating budget and maintaining an appropriate level of reserves.
- Initiate, cultivate, and extend relationships with the organization's portfolio of individual, foundation, governmental, and corporate donors.
- Participate in grant writing and management to fund program activities.
- Work with the Board and staff to plan and host annual special events.

Financial Management and Administration

- Prudently direct resources and manage all financials within budget guidelines and according to current nonprofit laws and regulations.
- Assume responsibility for the fiscal integrity of the organization.
- Monitor board-approved budget and manage daily financial operations to ensure maximum utilization of resources and optimum financial positioning.
- Build and administer the annual budget, in partnership with the Board and staff.
- Work with CPAs and bookkeeper to ensure timely preparation of annual audit and 990 tax return.

Collections, Community Engagement & Education Programs

- Provide executive leadership in collaboration with staff in managing compelling, culturally relevant, and innovative public history programs, education initiatives, and community engagement efforts.
- Monitor planning, implementation, and evaluation of programs, special projects, and services, including special fundraising events.

- Work with the education team to maintain and sustainably grow outreach to schools and community groups.
- Build relationships to support a sustainable, visitor-friendly suite of activities and events that highlight the richness of Woodlawn as an educational and tourist destination.

Board Relations

- Maintain regular and ongoing communication to build strong relationships, close collaboration, and open communications with the Board of Trustees.
- Attend all Board meetings and provide reports and updates on staff as well as all current work, project timelines, and organizational progress.
- Provide opportunities for relationship-building between Board and Staff to align strategic visioning with program management.

External Relations and Communications

- Represent the organization and serve as chief spokesperson publicly at events, conferences, and partnership meetings.
- Ensure high visibility to prospects and the public to create engaged philanthropy.
- Engage with constituents and existing and prospective partners across the county.
- Manage all aspects of the organization's marketing and public relations, including paid ad campaigns.