

NENSA Job Description: Executive Director

Executive Director: Organizational Leadership and Strategic Planning, Financial Management and Fundraising, Marketing, and Event Oversight

Organizational Leadership and Strategic Planning

- * Lead NENSA staff:
 - Responsible for the hiring, evaluation and discharge of all staff in consultation with Executive Committee.
 - Provide staff with direction, feedback, and management.
 - Foster a collaborative and supportive atmosphere.
- * Lead the board and committees, in collaboration with the board president, to develop and update the Strategic Plan.
- * Lead NENSA to realize the Strategic Plan's goals, through staff and volunteer efforts and responsible fiscal management.

Financial Management and Fundraising

- * Lead the annual fund drive.
- * Work with the board to generate leads for sponsorships, grants, major gifts and endowment gifts.
- * Seek and cultivate sponsorships, grants, major gifts and endowment gifts.
- * Develop a four-year strategic budget based on the Strategic Plan.
- * Develop and oversee the annual budget.
 - Approve staff spending.
 - Ensure that NENSA meets its budget, and oversee day-to-day financial operations.
 - Ensure that operational systems support staff, board, and members with timely information.
- * Support the Treasurer and Auditor when they conduct the annual audit.

Marketing

- * Ensure that existing marketing agreements are fulfilled.
- * Work with sponsors to develop joint marketing pieces– mailing inserts, fliers, etc.
- * Explore new marketing opportunities, and develop marketing proposals with board input as needed.

Communications and Public Image

- * Ensure that NENSA optimally deploys technology to support its staff in realizing the Strategic Plan's goals.
- * Develop a media strategy with the Membership/Communications committee to share NENSA's successes and mission, using membership communications, relationships with key media outlets, and online outlets, by:
 - Developing personal contacts with ski writers, media reporters;
 - Developing NENSA Enews; website projects; mailings and other hard-copy communications; liaison to N.E. Nordic News;
 - Developing media guide and Image Library; and
 - Sending timely and targeted press releases of NENSA events and news
- * Work with staff to prepare guides and publish them – BKL, Winter Event Guide Coaches, Club, Race Organization.

Event Oversight – shared work with Program Directors and Event Manager

- * Ensure accurate preparation of Eastern Cup & Championship start lists,

seeding, results, and points calculations, posting for all NENSA events.

- * Oversee Seminar/workshop for event organizers.
- * Oversee Annual Officials Training & Certification Seminars.