



La Crosse

**YWCA La Crosse
Executive Director Job Description**

The Executive Director is responsible for developing and managing the wide range of programs and services provided by YWCA La Crosse. The Executive Director sets the tone of the organization, creating and sustaining an environment conducive to unity around the mission and strategic direction. The Executive Director will be a caring and dynamic leader with demonstrated abilities for strong organizational development and team building skills. The Executive Director must have the ability to plan, develop/solicit and manage financial resources and organization obligations while maintaining thorough knowledge of related trends, development issues, and sector effectiveness. This person will be the association's primary spokesperson to the community, regional and national YWCAs, and significant donors.

Detailed Job Functions:

Organizational Management:

- Assume primary responsibility for all of the association's operations.
- Possess a strong internal presence, model, mentor, and motivate the staff regarding the vision and mission of the YWCA.
- Mobilize staff to engage volunteers.
- Provide leadership to staff and volunteers in all areas of program development, fundraising, management and team building.
- Develop effective strategic and programmatic plans, ensure plan implementation, and oversee that staff and leadership regularly monitor and report progress.
- Ensure the appropriateness of all job descriptions and salary ranges, performance expectations and measures of accountability, and continually empower staff to fulfill their roles and functions.

Board Relations:

- Work closely and collaboratively with the Board of Directors and, in particular, the Executive Committee, to set strategic goals, establish policy, and enhance human and financial resources to assure the continued growth and success of the organization.
- Develop and recommend specific strategic plans for short and long range program, budget, public relations, fundraising, and advocacy goals.
- Serve as a professional advisor to the Board to support its leadership role and assist its ability to make informed decisions.
- Provide assistance to the Board in its ongoing recruitment and retention of members with the particular skills and knowledge that are useful to YWCA La Crosse's organizational development.
- Participate in Board meetings and provide continuous information, and insight regarding all internal operations and any relevant local, regional, national, legislative, or judicial issues.
- Review and recommend updates to organizational policies and bylaws and implement board actions promptly according to their intent and report back to the Board.
- Perform other duties as assigned by the Board.

Public Relations:

- Serve as a confident, articulate and persuasive advocate for YWCA La Crosse to increase its visibility and ensure a positive image with stakeholders.
- Direct contract negotiations with government agencies, subcontractors and any other outside organizations.
- Represent and advocate on behalf of YWCA La Crosse and work closely with the leadership of the regional and national offices to build strong and confident relationships.
- Network actively with professional colleagues to support the mission of the organization.

Resource Development:

- Build resource development in all of its facets: cultivate foundations, corporate sponsors and individual donors; facilitate the pursuit of diverse grants and contracts; and seek strategic alliances, partnerships for programs and space, and joint ventures, in concert with the Board.
- Assume a major role in the cultivation and solicitation of individual donors, foundations and corporations, and in any capital campaigns initiated by the Board.
- Assure a consistent revenue stream and build a reserve for a strong financial future.
- Ensure compliance with donor restricted funding.

Financial Management:

- Assess and assure financial feasibility of current programs and services as well as all new initiatives being considered YWCA La Crosse based on changing community needs and priorities.
- Direct staff processes for developing the annual budget and work closely with them to assure a financially sound operation.
- Assume responsibility for the financial health, stability, capacity, and planned growth of the association.
- Monitor all finances and work closely with the appropriate staff and Board to assure efficient and cost effective operation.

Qualifications:

- Excellent interpersonal and professional skills and ability to establish relationships internally and externally and negotiate with and influence the regional organizations, local government and political representatives.
- Excellent oral and written communications skills and the ability to relate to all levels of staff, Board, children, families and communities.
- Able to inspire and motivate staff; create a dynamic work environment, be decisive yet inclusive, and model and teach a philosophy that encourages integrity, growth, creativity, appropriate autonomy, accountability and teamwork among staff.
- Demonstrated knowledge of and belief in the YWCA mission.
- Demonstrated, effective leadership and non-profit organization management
- A bachelor's degree and/or a combination of education, professional experience and life experience which will enable the applicant to identify and respond to the needs and concerns of women, understand the effects of the social/cultural environment on them and their self-perception, and be aware of factors which can be used to bring about change.
- Commitment to women, children and family services through previous work as a professional or volunteer leader.
- Demonstrated track record in fundraising, especially in areas of personal meetings and solicitation of individual donors, foundations and corporations.
- Successful performance in a similar position, demonstrating the ability to plan, motivate staff and volunteers, lead, implement, innovate, evaluate, and ensure excellent performance levels.
- Experience managing an organizational budget of \$1MM or more.
- Demonstrated grant management skills, including local, state, and federal grants.
- Demonstrated computer skills, include word processing, database and spreadsheet competence.
- Ability to travel locally, regionally, and nationally.