



Job Description - Executive Director

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Develop and manage implementation of short and long range plans and policies and other activities based on the mission and strategic plan for NAWBO Greater Detroit.
- Financial management, including developing and implementing annual budget with finance committee.
- Responsible for development and management of Corporate Partner and strategic partner relationships and other fund raising activities.
- Responsible for providing support and management of Association membership and membership activities and events.
- Create annual work plan, manage implementation, and report accomplishments of the annual work plan of the Chapter as approved by the Board of Directors.
- Provide information, advice, and counsel to the President of the Board, Board Committees, and the Board of Directors in the creation of policies, programs, and strategic.
- Manage all support activities associated with the Board of Directors, including event planning, staffing for all Board and Committee meetings, meeting schedules, locations, development of agenda, and meeting materials.
- Organizational Operations administration including: reviewing and evaluating the results of program activities, ensuring that continuing contractual obligations are fulfilled; resource allocation; developing organizational and administrative policies and program objectives for Board consideration.
- Develop and provide leadership for the implementation of new marketing strategies, grant writing and fundraising methods to support operations and growth initiatives.
- Association database management
- In addition to NAWBO Greater Detroit, Executive Director also serves Executive Director of NAWBO/EXCEL, the 501(c) 3 organization.

OTHER RESPONSIBILITIES, KNOWLEDGE, SKILLS AND ABILITIES: include the following. Other duties may be assigned.

Emails: website, membership, corporate partner, and various other inquiries such as business resource and affiliate partner questions and requests. This includes members and non-members looking for business resources, introductions and/or general information such as meeting times and locations, how to get certified as a WBE, where to get financing, how the PowerPerks Program works, and other membership questions. Daily incoming emails vary depending on Chapter activities (more when there is an upcoming program for example M = 46, Tue = 79, Wed = 58 incoming, sent emails average 25+/- emails a day, not including mass emails sent from Cvent or constant contact.

Phone/Fax: handle all incoming phone calls and faxes.

Membership: handle all aspects of membership from application processing, membership benefit administration, correspondence, and renewals. Also carry out follow up process for member prospects. Note that for the past 5 months we've had 5 hours per week support from an independent contractor. Prior to that independent contractor worked an average of 10 hours a week. Currently there is no additional support in this area.

Corporate Partners: Liaison for existing Corporate Partners and solicit / develop new sponsorships.

Program Support: Support all program committees and chair events with no chairs. This includes everything from venue selection, budget, contract execution, PR, phone calls to members and CP, and other miscellaneous tasks. Must either handle or oversee all of event tasks - from name tags and registration to providing notes for announcements such as CPs in the room to be thanked, etc., to coordinating set up and tear down of audio / video equipment, and clean up. Deal with any registration or day of event issues and payment for venue / services.

Cvent: This is the event management web-based software that we use for events (registration, payments, follow up surveys, etc.). Duties involve building the invite including the creating graphics, language, and inserting the details for each event. We track registration and payments, and create name tags with this software as well as create the follow up event financials. Until recently we have had contract support with aspects of this process.

Satellites: Liaison to all Satellite Chairs. Make sure that Chairs have up to date information for upcoming events and membership information and benefits. Help find speakers if Chairs are having a problem. Add satellite visitors' names to Act! Cvent, and Constant Contact and follow up with them regarding membership. Also involves facility issues (meeting location questions, problems, challenges, etc.) And meeting PR (MIWomen.com, Automation Alley, etc.) While a membership committee can help with aspects of this function and we've had support contracted support on this function in the past, there are also tasks that remain with Executive Director. Satellite flyer creations, web page updates for each Satellite; Satellite email blast reminders for each Satellite.

Marketing: Weekly Chapter News, program and event submissions to various media outlets such as MIWomen.com, Automation Alley, Crain's, Detroit Free Press, Corp!/MBPA, Detroit Regional Chamber, etc., and distribution of press releases when applicable. Contact for any media inquiries (sometimes that simply means connecting the media person with the President)

Board liaison and Support: Preparation of monthly board packages (in the board suite online); bylaw and policy/ procedure information / enforcement. This position supports both the NAWBO Greater Detroit and the NAWBO/EXCEL boards.

Finances: Including managing A/R and A/P using QuickBooks. Preparing monthly reports to board including monthly snapshot. Process includes working with finance committee and CPA for monthly independent review and check book reconciliation.

Database Management: Act!, Constant Contact, and Cvent. New members, prospects, partners and resources get added to all databases. Includes removing or updating contact information as well. Contract support has assisted with aspects of this task in the past.

Website: Maintenance of website and changes. Contract support has assisted with aspects of this task. As with many of the tasks listed, there is a whole lot more to this task – several of the sections of the website have to be updated with new content though content needs to be determined and provided. Good computer skills are required.

Grant Writing: This includes NAWBO/EXCEL grants that are used to support NAWBO Greater Detroit programming and expenses. This involves either writing the grant or supporting the committee / person that is writing the grant. Examples would be the \$20,000 Ford grant for NAWBO Greater Detroit and the \$5000 Ford Grant for NAWBO/EXCEL; the ATT grant for our website last year and the New Detroit Compassion Capital Initiative.

Miscellaneous: LED projector & screen, NAWBO Greater Detroit Banner, miscellaneous meeting supplies – coordinating getting these items to and from meetings, set up and operated at events when applicable. Stored at storage location in Southfield at 8 mile & Telegraph.

Mail: Pick up mail regularly at 26677 W. 12 Mile, Southfield and attend to actions required in a timely manner.

Software / Programs: Skilled in the majority of the following applications and the ability to quickly learn the others is necessary.

- Act! (Web version)
- Constant Contact
- Cvent
- Project KickStart
- Microsoft Office
- Google Docs
- Google Calendars
- Groupsite
- Facebook
- Website maintenance (lunarpages)
- Microsoft Office (word, excel, powerpoint)
- Snagit
- Box.net