

Position title: Executive Director
Organization: Eastern Ridge Home Builders Association
490 W. Rolling Meadows Drive, Suite B
Fond du Lac, WI 54937
Position type: Full time, Salaried



POSITION SUMMARY

The Executive Director serves as the chief administrative officer and is responsible for leading the association's activities and internal operations, including but not limited to the duties as detailed below. This is a full-time position, with work hours heavily weighted during certain times of the year and includes evening and weekend hours for special events. This position reports to the Board of Directors and is supported by a part-time administrative assistant. The Executive Director has the authority to delegate tasks based on individual skill set, but is responsible to oversee completion, quality and accuracy.

RESPONSIBILITIES

Membership Development

1. Plans, organizes, recruits, engages and directs membership promotion and retention programs.
2. Meets with any past due members to review membership benefits and encourage involvement in association activities.
3. Hosts membership drives and encourages members to recruit potential members/new members to association.
4. Develop education programs to advance the professional skills of the membership, operating within the approved budget and program objectives.
5. Promotes career opportunities within the building trades and helps members locate employees for their workforce and participate in career events and promotions.
6. Promote building and trades to schools by making presentations to area schools.
7. Dynamic presentation skills for events and membership recruitment and retention.
8. Plans and executes all communications to the membership including bi-monthly newsletter to members and social media channels.
9. Oversees and keeps membership data up-to-date in Member Zone. Cross checks membership to ensure accuracy and no omissions.
10. Encourage members to do business with a member.

Board of Directors Relations

1. Informs the Board of Directors, Executive Committee and Officers on the conditions and operations of the association.
2. Prepares minutes, agendas and reports for all Board of Directors and Executive Committee meetings.
3. Plans, formulates and recommends to the Board of Directors basic policies and programs which would further the objectives of the association.
4. Executes all decisions of the Board of Directors except in cases which assignments are made specifically by the Board.

Event Planning, Marketing & Public Relations

1. Directs and coordinates all approved programs, events, projects and major activities of staff and volunteers. Programs are in-person and virtual. Major events but not limited to: Golf Outing, Parade of Homes, Home Show, Builder Education Day and Clay Shoot.
2. Develops and executes marketing plans for events within budgetary guidelines.

3. Utilizes graphic design skills to develop marketing collateral for the association, event flyers, and other marketing materials.
4. Sells sponsorships (all events), advertisements (2 publications/year) and vendor space (Home Show)
5. Develop and sell annual cash raffle.
6. Hard sells events, raffle tickets and 50/50 raffles to produce optimal results.
7. Promotes interest and active participation of members in the association's activities.
8. Promotes community to do business with members through newspaper ads, social media promotions and vendor opportunities.
9. Serves as a resource to consumers when they are in need of referrals.
10. Works as a positive liaison with any members and consumer complaints, encouraging resolution.
11. Maintains effective relations with public and private organizations to ensure the interest of the association is realized.
12. Plans, coordinates and conducts public relation programs to enhance public acceptance of the industry.
13. Serves as executive editor of official publications.
14. Responsible for researching pertinent information for publications and writing articles.
15. Graphic design skills utilized to create and develop advertisements for Home Show magazine, Parade of Homes tour guide magazine, signage and other event items.
16. Develops and maintains all websites and social media sites which actively promote the association.
17. Develops and coordinates legislative, regulatory and political efforts and maintains relationships with government officials and agencies impacting the industry.

Administrative & Financial Management

1. Maintains the assets of the association and investments in accordance with the established policies.
2. Manages day-to-day financial operations including invoicing and processing payments.
3. Maintains and cares for office facilities including purchasing items and office cleaning.
4. Manages the administrative operations of the association and develops/executes specific policies, procedures and programs.
5. Recruits, hires, trains and motivates association staff and volunteers.
6. Establishes performance standards, goals, and evaluates staff.
7. Provides liaison and staff support to committees to enable them to perform their assigned functions.
8. Executes such contracts and commitments as may be authorized by the Board of Directors or established policies.
9. Promotes and manages annual scholarship fund for area high schools and colleges. Prepares acceptance and denial letters. Applies for the Wisconsin Building Association scholarship matching funds.
10. Develops and recommends an annual budget in cooperation with the Treasurer and Executive Committee and operates within the confines of established guidelines.
11. Ensures that all funds, physical assets and other property owned by the association are appropriately safeguarded.
12. Provides staff support in planning and conducting all association events.
13. Acts as liaison with the National Association of Home Builders and Wisconsin Builders Association by attending relevant meetings, virtual trainings and events.

14. Safeguards confidential information as it applies to the daily functions of the association and members.
15. Willingness to learn software as is needed.
16. Carries out such other general responsibilities as may be delegated by the Officers and Board of Directors.

KNOWLEDGE, SKILLS & ABILITIES REQUIRED FOR POSITION

The successful candidate will possess:

- bachelor's degree (preferred) and/or demonstrated success in fundraising, association and/or non-profit management
- effective written, oral communication, and public speaking skills
- strong organizational and interpersonal skills
- strong attention to detail
- event planning experience
- ability to work independently
- proven track record in building collaborative relationships with local business and community leaders.
- basic understanding of graphic design principles
- advanced knowledge of Microsoft Office including Word, Excel, Publisher, PowerPoint; Adobe Creative Cloud;
- creativity, flexibility, and a passion for advancing the mission of the association
- basic business acumen
- ability to lift 25 lbs

COMPENSATION & BENEFITS

- Salary range: \$55,000 - \$65,000 (based on experience)
- Paid time-off and holidays
- 3% 401K retirement match
- Mileage reimbursed at IRS Rate
- Partial cellphone reimbursement
- Health insurance contribution

HOW TO APPLY

Send cover letter and résumé to info@easternridgehba.org. Deadline to apply is Wednesday, May 5.