



Virginia Forestry Association Position Description

POSITION TITLE:	Executive Director
REPORTS TO:	VFA Board of Directors
FLSA CATEGORY:	Full-Time Exempt
ORGANIZATION LEVEL:	Chief Staff Executive

POSITION OVERVIEW

The Executive Director is the chief operating officer and managing executive of the Virginia Forestry Association (VFA) under the supervision of the President of the Association and works at the pleasure of the Board of Directors. The Executive Director provides strategic guidance to the Board of Directors, manages the staff, programs, and initiatives of the organization, and provides leadership toward the achievement of the Association's mission, goals, and objectives.

BACKGROUND REQUIREMENTS

Education:	Bachelor's degree required.
Skills:	A dynamic individual with strong interpersonal, advocacy, and management skills. Excellent communication skills and outstanding ability to represent the association both to and on behalf of the stakeholders VFA serves. Demonstrated knowledge of leadership and management principles as they relate to non-profit/volunteer organizations. Knowledge of human resources, finance, and foundation management.
Relevant Experience:	At least ten years' experience, with three or more years of senior management experience in a trade association or running a small to medium sized business with budgeting experience preferred. Advocacy experience with legislative and governmental agencies and experience building partnerships preferred. Experience with the forestry industry preferred.
Additional Qualifications:	Proven leadership, organizational, problem-solving, and business development skills, including strategy development and implementation. Ability to work on and manage a variety of projects simultaneously. Experience developing and coordinating strategic alliances with stakeholders on key issues and working with representatives of varied interests. Ability to build consensus between groups of differing opinions. Proficiency in the use of current information technology skills (i.e., Microsoft Office applications, social media, etc.). Ability to travel statewide and occasionally outside the Commonwealth to represent VFA.

SUPERVISION REQUIRED: Position requires minimal supervision. The Executive Director reports to the President and the Board of Directors.

The Executive Director has full authority to carry out the duties and responsibilities of this position in conformity with established policies and procedures of VFA. The Executive Director is accountable to the Board of Directors for the effective and efficient performance of these responsibilities. Though some of the authorities may be delegated to another person, accountability cannot.

The Executive Director is encouraged to use initiative and judgment in making decisions and making operational improvements. Approval shall be secured from the President of the Board when policies are not clear or require interpretation.

SUPERVISORY RESPONSIBILITIES: The Executive Director has direct supervision responsibilities for the association's entire staff and/or contracted employees and administers established personnel and operational policies and programs.

POSITION RELATIONSHIPS:

Membership: Significant contact with the membership.

Governing Structure: Significant contact with VFA Board of Directors and the VFA Executive Committee. Additionally, serves as staff liaison to select councils and committees.

Government: Significant contact with federal and state agencies, legislators, and regulators.

Public: Serves as primary spokesperson for the organization to the public.

Other Organizations: Significant contact with external organizations, including service on various boards and committees to obtain and maintain effective representation for all VFA members.

PRIMARY DUTIES AND RESPONSIBILITIES

Leadership

- Act as a professional advisor to the Board of Directors on all aspects of the organization's activities.
- Provide guidance in the development of a current Strategic Plan. Implement and meet the Plan's objectives and goals.
- Conduct official correspondence on behalf of the Board as appropriate, and jointly with the Board when appropriate.
- Ensure a positive public image for VFA and the forestry industry in all activities, events, and communications.
- Provide consultation, support, and assistance to the President in the fulfillment of his/her duties, such as appointing Committee members, preparing agendas, representing the VFA at official meetings, providing information to the membership or others as needed, and in any other way that facilitates effective leadership during their term of office.

Advocacy

- Serve as the official representative of the VFA with the press, the public, related organizations, and governmental agencies and officials.
- Cultivate and maintain positive relationships with state and federal government officials, affiliated organizations, and industry associations to further VFA's mission.
- Ensure that policy issues of importance to VFA members are carried through the legislative and regulatory processes with the development and implementation of strategy, ongoing monitoring, and communication with others involved in the policy process.
- Establish effective communication methods with VFA membership to identify issues, engage participation and apprise them of issue status.
- Monitor legislative and regulatory activities to identify issues of importance to the members and ensure appropriate strategies and responses.

Program Planning and Management

- Oversee the planning, implementation, and evaluation of the organization's programs and services.
- Ensure that the programs and services offered by the organization contribute to the organization's mission and reflect the priorities of the Board.
- Oversee development educational programming with staff to enhance the knowledge and professional skills of the membership.
- Monitor the day-to-day delivery of the programs and services of the organization to maintain or improve quality.

Foundation Management

- Align foundation initiatives with the broader objectives of the association, ensuring mutual support and reinforcement of both entities' missions.
- Identify and pursue opportunities for growth, including new programs, partnerships, and funding sources.
- Lead the foundation's fundraising efforts, including the development and execution of fundraising campaigns, grant writing, and donor relations.
- Cultivate and maintain relationships with major donors, corporate sponsors, and grant-making organizations.
- Oversee the planning, execution, and evaluation of foundation programs and initiatives, ensuring they achieve desired outcomes and impact.
- Serve as the primary liaison between the foundation's board of directors and the association.

Member Relations

- Develop and implement membership recruitment and retention efforts to retain and expand membership value investments.
- Communicate with VFA members to keep them informed of the work of the organization and to identify the needs of members and potential members.
- Promote the value of the VFA to members and the public, including the benefits of membership.
- Develop and coordinate member recruitment from all segments of Virginia's forestry community.

Financial Planning and Management

- Work with staff, Board and Budget Committee to develop a comprehensive, transparent budget.
- Develop and increase sponsorships, partnerships, event revenue, and other financial support for the VFA to supplement membership dues investment.
- Ensure that sound bookkeeping and accounting procedures are in accordance with regulations and best management practices are followed.
- Administer the funds of the organization according to the approved budget and monitor the monthly cash flow of the organization.
- Provide the Board with comprehensive, regular reports on the revenues and expenditure of the organization.
- Ensure annual filings mandated by the federal, state, and local governments and taxing authorities are completed, and coordinate annual audit/review with outside CPA firm.

Human Resources Management

- Determine staffing requirements for organizational management and program delivery.
- Oversee the implementation of the human resources policies, procedures and practices.
- Establish a positive, healthy, and safe work environment in accordance with all appropriate legislation and regulations.
- Recruit, interview and select staff that have the right technical and personal abilities to help further the organization's mission.
- Implement a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review.
- Coach and mentor staff as appropriate to improve performance.

Perform any other duties as required for the administration of VFA and as directed by the Board.

VFA is an Equal Opportunity Employer