



Position Description - EXECUTIVE DIRECTOR

Summary

The Executive Director ("ED") of Piedmont Environmental Alliance, Inc. ("PEA") reports directly to the Board of Directors and has strategic and operational responsibility for meeting the goals and fulfilling the mission of the organization. The ED is expected to demonstrate a thorough knowledge of issues relating to environmental sustainability, as well as an understanding of PEA's mission, constituencies, operations and finances. This is currently a part-time (thirty hours per week), year-round position.

Responsibilities

Working within broad strategic guidelines established by the Board, the Executive Director has responsibilities in several general areas. Members of the Board and other volunteers work with the Executive Director in each of these areas to provide support and resources as needed. The Executive Director also supervises and is assisted by one part-time Administrative Assistant and occasional interns.

Community Alliances - Represents PEA at community events and to other organizations. Identifies potential allies and develops key relationships with individuals, groups and local government offices.

Programming & Services - Develops and manages ongoing programs, services and events that advance PEA's mission and fulfill our commitment to the community. Establishes and monitors a system of measurable outcomes that demonstrate effectiveness and progress towards goals. Current programs and services include the annual Earth Day Fair, quarterly Environmental Exchanges (educational and networking events), a Speakers Bureau for schools or community groups, and the Eco-Directory of businesses and organizations that offer green products or services.

Marketing & Communications - Creates and implements a strategy to build a stronger brand, deepen community and donor relationships, and support programming and services. Current components include the website (peaNC.org), the bi-monthly newsletter (*The PEA Pod*), periodic *Green Alert* email notices, and social networking sites (Twitter and Facebook).

Fundraising - Develops and oversees a funding strategy sufficient to meet or exceed annual revenue goals. Helps to identify and cultivate potential funding sources. Actively pursues grants and other major funding opportunities. Helps to organize fundraising events and regular donor campaigns.

Operations - Leads, develops and supervises staff members, interns and key volunteers. Oversees expenditures to ensure compliance with annual operating budget. Collaborates with Finance Committee to develop annual and long-term budgets.

Qualifications

The Executive Director will be thoroughly committed to PEA's mission. This position requires creativity and enthusiasm, stamina, patience, effective communication skills, and a superior understanding of resource

development. The ED must be able to actively engage and energize volunteers, Board members, partner organizations, and funders.

Demonstrable experience and attributes should include:

- Relevant education and/or work experience (paid or volunteer) that demonstrates an interest in environmental issues and an ability to succeed in a position of leadership;
- Thorough knowledge of issues relating to environmental sustainability;
- Successful track record of planning programs and evaluating outcomes to achieve organizational goals;
- Organizational management skills; proven ability to coach staff, develop high-performance volunteer teams, set and achieve strategic objectives, and manage a budget;
- Marketing, public relations and fundraising experience demonstrating the ability to successfully engage a wide range of stakeholders;
- Strong written and verbal communication skills;
- Proficiency with online database, Microsoft Office, and social networking tools;
- Approach to planning that is action-oriented, entrepreneurial, adaptable, and innovative;
- Ability to work effectively in collaboration with diverse groups of people; and,
- Self directed personality, integrity, and a positive attitude.