

Virginia Forestry Association

Position Description

POSITION TITLE

Executive Director

POSITION SUMMARY

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.

EDUCATION, CREDENTIALS, AND TRAINING

- Bachelor's degree required, preferably in a forestry-related field and/or political science
- Knowledge in Association Management preferred
- Government relations experience and responsibility for public policy analysis, development, strategy, and implementation, coalition building, and grassroots mobilization and communications beneficial
- Executive supervisory and management experience with an association or forestry organization/industry preferred

QUALIFICATIONS

- Excellent verbal and written communication and presentation skills
- Excellent interpersonal communication skills
- 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.)
- Able to travel state-wide and occasionally outside the Commonwealth to represent VFA
- The position often requires irregular hours and sometimes more than 40 hours per week to perform its essential duties.

ORGANIZATIONAL RELATIONSHIP

A. The Executive Director reports to the President and the Board of Directors.

- B. 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.

JOB DUTIES AND RESPONSIBILITIES

- A. Support the VFA Board of Directors and Executive Committee, including the following:
 - 1. Provide guidance in the development of a current Strategic Plan. Implement and meet the Plan's objectives and goals.
 - 2. Implement policies, positions, resolutions, and programs approved by the Board and Executive Committee.
 - 3. Develop and increase sponsorships, partnerships, event revenue, and other financial support for the VFA to supplement membership dues investment.
 - 4. Plan and attend Board and Executive Committee meetings, as well as prepare, distribute, and present materials for review according to the agenda.
 - 5. Prepare and submit non-routine policies and programs, including financial and budgeting components, for Board approval.
 - 6. Assure that the Board and Executive Committee are kept fully informed of the conditions and operations of the VFA and of all important factors influencing them.
 - 7. 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.
- B. Advocate for the best interests of the membership with state and federal government officials in the development of laws, regulations, and policies, including the following:
 - 1. Serve as the official representative of the VFA with the press, the public, related organizations, and governmental agencies and officials.
 - 2. Cultivate and maintain positive relationships with state and federal government officials, affiliated organizations, and industry associations to further VFA's mission.
 - 3. 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.
 - 4. Establish effective communication methods with VFA membership so as to identify issues, engage participation, and apprise them of issue status.

5. Solicit policy issues from the Advisory Council/Membership through appropriate meetings and develop policy recommendations and priority issues for Board approval.
6. Monitor legislative and regulatory activities so as to identify issues of importance to the members and ensure appropriate strategies and responses.
7. Conduct industry tours, forums, and other appropriate activities for government officials in order to promote an understanding of forestry issues.

C. Promote the VFA and the forestry industry, including the following:

1. Ensure a positive public image for VFA and the forestry industry in all activities, events, and communications.
2. Promote the value of the VFA to members and the public.
3. Develop and implement membership recruitment and retention efforts in order to retain and expand membership value investments.

D. Manage day-to-day operations of VFA, including the following:

1. Within budget guidelines and positions, recruit, hire, promote, compensate, and discharge staff and administer an effective personnel program that includes position descriptions, performance standards, performance appraisals, and compensation review. Maintain a highly qualified, well-informed, and productive staff with a high degree of morale and minimum turnover. Provide equal opportunity for personnel and professional growth of all employees.
2. Develop and maintain an appropriate budget; oversee the authorized and proper expenditure of funds; supervise and manage the maintenance of financial records; act as fiduciary agent for retirement plan administration; and assure that all funds, physical assets, and other property of VFA are appropriately safeguarded and administered, in accordance with policies set by the Board of Directors, etc.
3. 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.
4. Maintain membership records of VFA and supervise annual dues billing.
5. Preserve the records and archives of VFA in accordance with Board established policy.
6. Coordinate and direct staff in planning and implementation of Committee meetings, membership activities, and other events including working with VA Tree Farm Foundation, VA Forestry Education Foundation, VA Sustainable Forestry Initiative and Project Learning Tree.

7. Oversee communications activities including public relations, publications, website, and electronic media.
8. Maintain open communication with members.
9. Conduct and oversee the correspondence of VFA.
10. Perform any other duties as required for the administration of VFA and as directed by the Board.

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of essential functions, responsibilities, or requirements.

POLICY AND DECISION MAKING

- A. 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, the accountability cannot.
- B. 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.
- C. This position is a bona fide executive position under the provisions of the Fair Labor Standards Act and is considered to be an exempt position in relation to wage and hour regulations.