

# JOB DESCRIPTION

<p><b>Position:</b> Executive Director</p> <p><b>Salary:</b> \$35,000-\$42,000</p> <p><b>Hours:</b> Full-Time, 36-40 hours per week (will entertain job share proposals)</p>	<p><b>HR Function:</b> Management, Marketing, Fund Development, Program</p>	<p><b>Prepared Date:</b> 04/26/2012</p> <p><b>Revised Date:</b> 11/1/18</p>
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<p><b>Basic Function</b></p>
<p>Collaborative effort with the First Day Shoe Fund Board of Directors in planning, directing, and coordinating leadership and activities for the First Day Shoe Fund (a 501(c)(3) organization). Responsibilities to include fundraising, volunteer coordination and marketing, to fulfill organization's strategic goals and objectives. Ensures the organization's philosophy, mission, and strategy are achieved in accordance with established objectives</p>
<p><b>Responsibilities</b></p>
<ul style="list-style-type: none"> <li>• Collaborates with Board of Directors to develop and set overall direction and objectives of First Day Shoe Fund</li> <li>• Performs to First Day Shoe Fund strategic plan and its programs to gain greater community participation</li> <li>• Assesses potential strategies along with the Board of Directors, and facilitates these First Day Shoe Fund processes</li> <li>• Oversees design, marketing, promotion, delivery, and quality of programs, products and services. Oversight/management of volunteer personnel activities. Sourcing and organization of shoe inventory.</li> <li>• Responsible for maintaining record retention (i.e. any documentation relevant to the organization such as tax documents, financial statements, inventory systems, etc)</li> <li>• Development, participation, and implementation of First Day Shoe Fund marketing strategies</li> <li>• Participates in creation of appropriate measurable outcomes of organization</li> <li>• Evaluates marketing and campaign results and makes recommendations to strategic plan goals and objectives</li> <li>• Acts as the key ambassador of First Day Shoe Fund goals and objectives and will present these to community and business leaders.</li> <li>• Submits periodic reports to the Board and Funders on the status of objectives and goal attainment</li> <li>• Financial, Tax, Risk, and Facilities Management. Recommends yearly budget for Board approval and prudently manages organizations' resources within those budget guidelines according to current laws and regulations.</li> <li>• Community and Public Relations responsibility. Assures the organization and its mission, programs, products and services are consistently presented in strong, positive images to relevant stakeholders.</li> <li>• Oversees fundraising planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals and administrating fundraising records and documentation.</li> <li>• Supports the organization of standing volunteer committees: Finance, Fund Development, Human Resources, PR/Marketing and Program. Committees meet monthly or bi-monthly and in turn support the work of the director.</li> </ul>
<p><b>Supervisory Responsibilities</b></p>
<p><input type="checkbox"/> No    <input checked="" type="checkbox"/> Yes</p>
<p><b>Physical Requirements</b></p>
<ul style="list-style-type: none"> <li>• <u>Medium work:</u> Routinely required to lift 20-50 lbs. in shoe distribution warehouse</li> <li>• Must be able to communicate with large groups of people</li> <li>• Must be able to review, create, and revise printed materials</li> <li>• Must be able to communicate telephonically and have excellent presentation skills</li> </ul>

*This description is not intended to represent an all-inclusive list of job responsibilities, but to outline the essential functions of the position. First Day Shoe Fund Board reserves the right to change, alter or revise this job description at any time with or without notice.*

- Ability to use common office equipment (e.g. Calculator, computer terminal, fax machine, etc.)

### **Mental Requirements**

- Must be able to routinely make effective decisions
- Must be able to generate and explain detailed proposals, guidelines, and procedures
- Must be able to analyze and resolve issues using independent judgment
- Must be able to observe and correct minute inconsistencies (e.g. in the printed word, product appearance, etc.)

### **Qualifications/Work Experience Preferred**

- Excellent interpersonal skills
- Excellent analytical skills
- Demonstrated effective managerial skills
- Excellent organizational and planning skills
- Fundamental Computer Skills including database knowledge
- Previous experience in Nonprofit Management
- Experience in grant writing
- Led a nonprofit organization or program
- Fund raising and nonprofit campaign experience
- Proven track record of high performance
- Experience in successfully marketing a nonprofit organization
- Training and experience with recruitment and selection of volunteers in nonprofit organizations
- Experience in business development
- Experience and proven track record in developing and implementing innovative marketing strategies to communities and business'
- Experience in networking with community and business leaders
- Excellent social and interpersonal, skills, public speaking experience, and writing ability
- Familiarity of Kalamazoo County, diverse cultures, and residents
- Successful experience working across demographic groups
- Experience working with civic groups, universities, faith-based organizations, corporations, foundations, private donors, and governments
- Relevant experience in management, fundraising, coalition building, marketing, and strategic planning
- Ability to collect and report measurable outcomes

### **Education/Special Training Required**

- Bachelors degree (preferred business, marketing, nonprofit management), or 2-3 years equivalent leadership experience in the nonprofit community

Submit cover letter and resume to Angie Rohrer at [angie.rohrer@firstdayshoefund.org](mailto:angie.rohrer@firstdayshoefund.org)

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