

West Virginia Rural Health Association JOB DESCRIPTION

Position Title: Executive Director

Reports to: Board of Directors

Date Created: December 6, 2011

Role

The Executive Director provides day-to-day leadership, develops and implements organizational strategy, activates and engages the membership in the pursuit of the organization's mission, and enables the board to fulfill its governance function.

Duties and Responsibilities

Leadership

- Work with the Board of Directors and other key stakeholders to develop, implement, and monitor short and long term strategic plans for the organization
- Identify, assess and inform the Board about internal and external issues that affect the organization
- Continually build, activate, engage, refresh, and communicate with the Board of Directors, including acting as a professional advisor to the Board on all aspects of the organization's activities
- Continually build, activate, engage, and communicate with the organization's members to involve them in the fulfillment of the organization's mission
- Oversee the effectiveness and evaluation of the organization's mission-related activities
- Acquire funding (from all sources,) in cooperation with the Board, to meet the financial and strategic needs of the organization and to ensure the long term viability of the organization
- Interpret trends in rural health by maintaining involvement and providing leadership in the field; and by developing and presenting recommendations to the board regarding trends and emerging issues to be considered

Operational Management

- Manage the organization, including regulatory, organizational policy, staffing, and board-related matters, including maintenance of close communication and interaction with key funding sources and regulatory agencies
- Develop an annual operating plan (derived from the strategic plan,) and a comprehensive organizational budget to support the operating plan
- Along with the Board, maintain financial transparency and stability of the organization and exercise strong stewardship of resources
 - Ensure that bookkeeping and accounting standards are met by the organization
 - Administer funds according to the approved budget and monitor cash flow on a monthly basis
 - Ensure that a plan is in place for acquiring funding on an annual basis

Communications

- Act as spokesperson for the organization in the statewide community
 - Develop and coordinate media and outreach plans annually
 - Assure a strong, positive image for the organization
 - Be visible through leadership, attending events and participating in activities
- Create and maintain relationships with key informants, academia, press and media, statewide partners, opinion leaders, other rural/public health organizations and agencies, policy makers, funders, donors, and decision makers
- Develop and implement an ongoing plan for communication with the organization's members and other stakeholders, year-round

Knowledge, Skills & Abilities

- Creative communicator and thinker, including excellent listening skills
- Self-starter with strong relationship management skills, who is passionate about conducting this work in a collaborative manner
- Organization and planning
- Demonstrated ability to grow and sustain an organization, managing a multitude of challenges and activities at the same time
- Motivator with the ability to attract people and resources to this work
- Results-oriented, metric-driven, highly organized, open and inclusive leader with strong teamwork skills
- Analysis and problem solving ability
- Demonstrated financial stewardship capabilities

Qualifications

- Demonstrated success in cultivating and developing sources of revenue for an organization, including membership development
- Demonstrated leadership and influencing ability
- Progressive management experience
- A graduate education in a related field is preferred, but consideration will be given to comparable work experience
- Excellent verbal and written communication skills
- Ability to work with databases, Microsoft Office Suite, and web-based tools