



Job Description
Executive Director
Alliance for Cape Fear Trees

ORGANIZATION: The Alliance for Cape Fear Trees (Alliance) is a 501(c)(3) non-profit organization with the mission of preserving, protecting and planting trees in the Greater Wilmington area to enhance the quality of life and health for present and future generations. It was established in December 2015 under Renaissance Wilmington Foundation, its fiscal sponsor, and became incorporated in July 2020. Originally, and still primarily staffed by volunteers, it hired a part-time administrative coordinator as its first employee two years ago. Due to devastation from recent hurricanes and rapid land development, the Alliance is playing a significant role in restoring and maintaining this unique coastal environment in coordination with local governments and partner organizations.

GENERAL DESCRIPTION: The Executive Director serves as the lead professional staff member of the organization. The Executive Director is responsible for management of the Alliance, including oversight of operations, strategic planning, managing and supervising all activities, staffing, and implementing board-established policies. Management and oversight are to be performed in accordance with Alliance Articles of Incorporation, By-Laws, and by Board policies and directives.

SUPERVISION RECEIVED: Reports directly and is responsible to the Alliance Board of Directors.

TYPICAL WORKING CONDITIONS: Work is generally performed in a normal, pleasant office environment. Job duties will require local, state and occasionally national travel. Evening and weekend work may be required. The work may be challenging at times.

ESSENTIAL FUNCTIONS:

A. Administrative and General Management

- Provide overall management of staff, including hiring of qualified staff, supervising, and terminating personnel, as well as maintaining a work environment that fosters teamwork, communication and efficiency.
- Plan, organize, and implement all Alliance programs, including tree plantings, tree giveaways and tree preservation activities.
- Ensure accountability and organizational responsibilities within the office to achieve identified outcomes of the Alliance.
- Develop specific policies, procedures and programs to implement the general policies and directives of the Board of Directors.
- Plan, promote and participate in all official meetings and activities of the Alliance.

- Maintain official documents of the Alliance.
- Represent the Alliance in public meetings and with the media.

B. Financial Management and Fundraising

- Recommend, implement and manage the Alliance's annual budget.
- Monitor and manage the Alliance's financial performance with Board oversight and input.
- Maintain a financial reporting system and policies that provide accurate and complete reports with strong internal controls.
 - Maintain adequate cash flow for organizational needs, including active Board fundraising, and private and corporate solicitation.
 - Ensure all funds, physical assets and other property of the Alliance are appropriately administered, maintained and safeguarded.
 - Write, negotiate and submit grant applications. Provide required reporting to grantors in a timely manner.
 - Explore new opportunities for program and revenue development.
 - Develop and implement an annual fundraising plan, to include grants, individual and corporate donations, merchandise sales, and periodic events.

C. Supporter Relations

- Promote an organizational culture that is responsive to the needs, interests and values of the entire membership.
 - Maintain positive and on-going communication with members.
 - Promote community interest and active participation in Alliance activities and advancement.
 - Implement effective membership recruitment and retention strategies.
 - Maintain membership records and administer and track membership dues.

D. Communications and Marketing

- Plan and execute all communications to the general membership, media, and public that promote the Alliance, its mission, programs and services.
- Plan and implement a marketing plan to support the Alliance's positions and brand.
- Respond to requests for information.
- Maintain and update appropriate program database.

E. Advocacy and Government Relations

- Serve as the primary liaison and spokesperson between the Board, governmental officials, employees and media.
 - Monitor and report all legislative and political activities and issues which may impact the interests of the Alliance and its members.
 - Attend and participate in governmental meetings and hearings bearing potential impact on the Alliance and its members.
 - Manage advocacy initiatives and staffing to assure effectiveness and results.
 - Establish and maintain positive, non-partisan, and on-going relationships with government agencies, local, state and federal elected officials and other key stakeholders.

- Provide leadership to the Board in crafting, sponsoring and promoting governmental actions that are supportive of the mission of the Alliance.
- Build relationships with organizations and coalitions with complementary and/or like missions and policy objectives.

F. Board of Directors Relations

- Foster and maintain on-going and open communication with the Board of Directors. Coordinates staff support for Board officers, members, and committees.
- Provide information, direction and counsel to the Board President, Board of Directors and committee members in the creation of policies, programs, events and strategic direction of the Alliance.
- Coordinate Board of Director meetings, consult with the Board President to create agenda, send notice of meetings, minutes, agenda and relevant materials to Board members, coordinate minutes of meetings with the Board Secretary and maintain official records of all Board meetings.
- Confer with the Board Treasurer in meeting all financial requirements of the corporation, including an annual audit.
- Work with the Board to establish fundraising and resource development goals.
- Work with the Board in developing and implementing a strategic plan.

G. Strategic Planning

- Ensure the Alliance has a mission and vision that is clear and well- articulated.
- Implement a strategic planning process that advances the Alliance’s mission and vision and supports Board in implementing identified long and short-term goals.
- Ensure that all Alliance activities and operations, including allocation of resources, support the strategic plan.

H. Other Duties as Assigned.

PERFORMANCE REQUIREMENTS: Master’s or Bachelor’s degree with at least 3 years of management and/or leadership experience in an environmental or equivalent non-profit field; or bachelor’s degree in a related field with at least 5 years of leadership experience. Desired skills include:

- Knowledge of North Carolina’s environmental issues and other policy and legislative issues related to the Alliance mission.
- Experience in policy development and analysis.
- Ability to work with key decision makers, multiple systems and partners.
- Ability and skills to work with and lead diverse collaborative efforts.
- Experience in resource development, including grant and contract management and negotiations.
- Experience in program development – planning, organizing, and implementing activities related to the agency mission.
- Excellent verbal and written communication skills.
- Experience in working with non-profit boards and strategic planning.
- Highly organized and a self-starter.

- Excellent interpersonal skills.

ACCOMMODATION: The Alliance has the right to modify the duties and functions of this job description based on the needs of the organization.

JOB DESCRIPTION REVIEW: This job description will be reviewed and updated, if necessary, during the employee's annual review.

FLSA: Exempt position of 32 hours per week