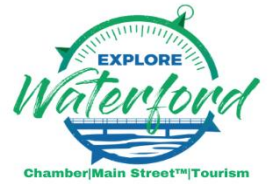


# Explore Waterford Executive Director

## Job Description



Explore Waterford is an organization geared toward the growth and success of our businesses and community. The Executive Director (ED) is responsible for promoting business growth, increasing tourism and supporting the quality of life in the Waterford area through events and marketing. The work is accomplished by achieving the goals established by the Board of Directors and actively supporting the Committees of Explore Waterford. The ED of Explore Waterford operates in accordance with the bylaws, the Board of directors and the mission of Explore Waterford.

Reports to: Explore Waterford President/Board of Directors

Status: Part Time- Pay based on experience

### Administrative

- Direct all activities of Explore Waterford, a 501c6 not-for-profit organization.
- Provide support to all Explore Waterford members, providing them with services and resources to assist them.
- Develop annual work plan and annual report in coordination with committees.
- Renew annual Letter of Agreement with the State of Wisconsin Main Street Program and fulfill all requirements of this agreement.
- Prepare quarterly reports to the Village of Waterford.
- Encourage, enable and recognize volunteer efforts in support of Explore Waterford.

### Financial

- Work directly with the Treasurer to manage the Explore Waterford Annual Budgets.
- Develop annual program budget for Explore Waterford in coordination with the organization's Board of Directors and committees.
- Review all financial statements on a monthly basis and provide copies to accounting service and Board of Directors.
- Help local businesses with attaining information on financing, grants, façade, and design programs.
- Send out annual membership due renewals.
- Look for new and innovative ways to increase the organizations funding.

### Membership Development

- Work with Membership and Development Committee to:
- Recruit new Explore Waterford members and retain existing members through visits to the local area businesses
  - Organize annual meeting and Volunteer Appreciation Banquet
  - Organize quarterly business networking opportunities
  - Work with Membership Committee and Ambassadors to recognize new business opening
  - Provide business seminars to educate Explore Waterford members

### Marketing/Promotions

- Maintain high visibility in the community and positive public relations for Explore Waterford through speaking engagements, media, and involvement in local civic groups.
- Work directly with Marketing service to promote Explore Waterford.

### Economic Development

- Encourage a cooperative climate between business interests and local public officials.
- Be a pro-development advocate to improve Waterford competitiveness to attract new and retain existing retail, service and industrial business.
- Act as a liaison between business and local government.
- Maintain information on available state and federal grants.

**Tourism Promotion**

- Work with Tourism Committee to:
  - Maintain relationship with the Village of Waterford as the designated recipient of room tax for Tourism Promotion
  - Develop an annual budget for tourism related projects.

**Qualifications**

The preferred candidate would possess a (2) year degree or strong business experience and/or at least (5-7) years of relevant business, event planning, public policy or community work experience. Proficient computer skills in MS Word, Excel, Outlook is a must. The position requires outstanding written and verbal communication with the demonstrated ability to manage multiple projects, initiatives and objectives simultaneously in an organized and timely manner. Strong existing relationships with community leaders are a plus. Outstanding interpersonal skills and passion to grow the community are a requirement. This position requires a flexible work schedule, with some events being held at night and on weekends.