



## EXECUTIVE DIRECTOR JOB DESCRIPTION

**Job Title:** Executive Director  
**Location:** Mooresville, NC  
**Council:** Girls on the Run of the Greater Piedmont  
**Website:** [www.gotrgreaterpiedmont.org](http://www.gotrgreaterpiedmont.org)  
**Reports To:** Board of Directors  
**Contact:** [marie.quinn@girlsontherun.org](mailto:marie.quinn@girlsontherun.org)  
**Status:** Full Time  
**FLSA Status:** Exempt

### Organization Summary

Girls on the Run Greater Piedmont is a local non-profit organization that operates in agreement with Girls on the Run International and is dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

The Girls on the Run (GOTR) program provides a safe and interactive way to learn about healthy living which includes an introduction and education on important topics such as goal setting, cooperation, healthy decision-making, and self-respect, while training for a 5K event. The innovative curriculum teaches girls to listen and open up, while also encouraging them to commit to a healthy lifestyle and harness the inner strength that they possess. Our important mission is accomplished by giving girls the tools to make positive choices for a healthy body and mind, while reducing the many risks they face today.

Our program currently serves Iredell, Rowan and Forsyth counties. In FY 2019, 750 girls participated in our life-changing program at 35 different schools /venues. The annual operating budget for 2019 was \$200,000.

GOTR believes that all girls and communities should have access to our programs. We strive to eliminate barriers to participation, to continue creating programming that engages all communities, to be intentional about staff and volunteer diversity and to promote a culture of inclusion across the organization.

### Position Summary

The GOTR Executive Director (ED) is a highly skilled non-profit professional that reports to the local Board of Directors and provides vision, leadership, and direction to the council and the broader Girls on the Run organization. The ED must possess a passion for, and commitment to, improving the lives and opportunities of girls in third through eighth grades. The ED works in partnership with the local Board of Directors to fulfill the GOTR mission and to ensure the financial health and long-term viability of GOTR programs in the Greater Piedmont. The ED will ensure the GOTR mission is fulfilled through strategic planning, quality programs, and community outreach. He/she will oversee and implement appropriate resources to ensure the organization runs smoothly and efficiently.



### **Specific Responsibilities:**

1. **Board Relations:** Partner with the local Board of Directors and GOTR International to fulfill the GOTR mission in the Greater Piedmont region of NC
  - Work closely with the local Board Chair to provide overall leadership and establish the strategic direction for GOTR Greater Piedmont.
  - Cultivate strong relationships and open dialogue with Board members; proactively seek their involvement in policy decisions, fundraising and to increase the overall visibility of the organization.
  - Effectively communicate with and provide information to the Board to facilitate timely, informed decisions.
  - Participate in recruitment of new Board members
  
2. **Strategy and Programming:** Provide overall leadership to ensure that the GOTR mission is fulfilled through strategic planning, quality programs and community outreach.
  - Develop and implement a 3-year Council Growth Plan that addresses program and site development strategies; establish and monitor progress toward the Plan using the specific Key Performance Indicators.
  - Ensure successful implementation of the GOTR program in schools and community venues; oversee the two end-of-season 5Ks and summer camps; cultivate strong relationships with coaches, parents, participants, volunteers and sponsors.
  - Enhance GOTR of Greater Piedmont's image by being active and visible in the community and by working closely with other professional and civic organizations; serve as the ambassador and primary spokesperson for GOTR to the media and general public.
  - Develop and oversee marketing and communication efforts to successfully promote the GOTR mission and programs.
  
3. **Fundraising and Community Relations:** Actively garner support for GOTR in the community and develop diverse, sustainable funding streams for paralleled growth of programs and supporting infrastructure.
  - Develop diverse funding streams and long-term plans to support the mission and continued growth of GOTR of Greater Piedmont.
  - Oversee fundraising efforts, including sponsorships, donor cultivation, solicitation and stewardship, grants and special events.
  - Oversee the process to fund and award an annual Rhylee Fielding Scholarship.
  - Develop collaborative projects / partnerships with other community providers.
  - Develop strong relationships with the local media; serve as the primary contact to market the GOTR programs and build additional community support.
  - Partner with GOTR International to maximize Cause Related Marketing and other national opportunities locally.



4. **Financial Performance:** Ensure optimal financial health and long-term viability of GOTR of Greater Piedmont in partnership with the Treasurer and Finance staff
  - Maintain processes for proper record keeping and internal financial controls.
  - Working with the Treasurer, propose an annual budget and provide monthly financial updates to the Board that accurately reflect the financial condition of the organization.
  - Review analysis of financial activities (income and expense) to discern trends; identify areas of improvement, address problems and develop forecasts.
  
5. **Administration and Operations:** Oversee resources and implement appropriate processes and procedures to ensure the organization runs smoothly, legally and efficiently.
  - Ensure the GOTR Greater Piedmont is in compliance with all local, state and federal laws and guidelines governing non-profit organizations and with the GOTR International Membership Agreement, Policies and Guidelines.
  - Develop and maintain policies and procedures for all functions and for the day-to-day operation of GOTR of Greater Piedmont; perform due diligence to ensure operational best practices are in place.
  - Maintain the appropriate staffing structure and levels to support current programs and future growth; oversee the hiring, development, evaluation and retention of qualified staff.
  - Ensure required reporting to GOTR International and to local and state funding agencies is provided in a timely and accurate manner.
  - Establish and maintain high ethical standards and accountability for council and program performance and effectively manage associated operational risk.
  - Establish and implement efficient business systems to support current and future operations.
  - Oversee organization of the Board and Committee meetings.

**Qualifications:**

The ideal candidate will be comfortable leading and engaging in strategic activities as well as taking a hands-on role with regards to program execution and administrative management; specific qualifications include:

Required Qualifications

- BA or BS degree
- Minimum of three to five years of demonstrated experience in a management or leadership position
- Demonstrated ability to effectively lead and build teams
- Proven strategic planning experience
- Demonstrated ability in fundraising
- Outstanding communication skills in a variety of environments and with a range of audiences (internal and external)
- Demonstrated experience setting and managing budgets and financial forecasting



- Ability to multitask, prioritize and make efficient decisions; flexible and adaptable
- Passion for the Girls on the Run mission and the ability to comprehend and effectively communicate issues surrounding empowerment, self-esteem, body image and whole-person health

#### Preferred Qualifications

- Advanced degree in related field
- Proven experience establishing and implementing best practice operational processes
- Experience with Girls on the Run (or other similar youth or wellness programs)
- Non-profit management experience
- Experience working with a Board of Directors
- Connections to the local community

#### **Travel Requirements**

Travel within and between schools and venues in Iredell, Rowan and Forsyth counties on a frequent basis is required to build strong, collaborative relationships with coaches, parents, volunteers, and sponsors. Overnight travel is required for participation in annual GOTR International conferences.

#### **Compensation and Benefits Information:**

\$50,000 annual salary with \$500 monthly stipend for health insurance premium

#### **Applications Instructions:**

Send Cover Letter and Resume to [marie.quinn@girlsontherun.org](mailto:marie.quinn@girlsontherun.org)