

**Job Description**  
**Executive Director**  
**Alliance for Cape Fear Trees**

**Organization:** The Alliance for Cape Fear Trees is a non-profit organization with the mission to preserve, protect and plant trees to enhance the quality of life for present and future generations in the lower Cape Fear area. It has been volunteer driven since its inception in 2015, became incorporated in July 2020, and soon hired a part-time administrative coordinator as its first employee. 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 chief staff executive officer of the Wilmington-based organization, Alliance for Cape Fear Trees (Alliance). The Executive Director is responsible for active management of the affairs of the Alliance including oversight of Alliance operations, managing and supervising all activities and staff, and implementing board-established policies. Such 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 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 will be required. The work may be stressful at times.

**ESSENTIAL FUNCTIONS:**

A. Administrative and General Management

- Provides overall leadership of staff including hiring of qualified staff, supervising and terminating Alliance personnel and maintaining a work environment that fosters teamwork, communication and efficiency
- Ensures accountability and organizational responsibilities within the office so as to achieve identified outcomes of the Alliance
- Develops specific policies, procedures and programs to implement the general policies and directives of the Board of Directors

- Keeps the Board of Directors informed regarding operations of the Alliance and events impacting the Alliance's mission.
- Plans, promotes and participates as appropriate in all official meetings and activities of the Alliance
- Maintains official documents of the Alliance
- Represents the Alliance in public meetings and with the media

#### B. Financial Management

- Recommends, implements and manages the Alliance's annual budget
- Monitors and manages the Alliance's financial performance and interests
- Maintains a financial reporting system that provides accurate and complete reports
- Establishes and maintains policies and procedures to ensure strong internal financial controls
- Maintains adequate cash flow with Board's active support in raising funds to meet the Alliance's needs
- Ensures all funds, physical assets and other property of the Alliance are appropriately administered, maintained and safeguarded
- Writes, negotiates and submits grant applications. Solicits corporate and private contributions
- Explores new opportunities for program and revenue development
- Provides required reporting to grantors in a timely manner

#### C. Supporter Relations

- Promotes an organizational culture that is responsive to the needs, interests and values of the entire membership
- Maintains positive and on-going communication with members
- Promotes interest and active participation in Alliance activities and advancement
- Implements effective membership recruitment and retention strategies
- Maintains membership records and administers and tracks membership dues

#### D. Communications and Marketing

- Plans and executes all communications to the general membership and public
- Plans and implements a marketing plan to support the Alliance's positions and brand
- Develops and implements communication strategies that promote the Alliance, its mission and its programs and services
- Responds to request for information
- Maintains and updates appropriate program database.

#### E. Advocacy and Government Relations

- Serves as the primary liaison and spokesperson between the Board, governmental officials, employees and the press
- Monitors and reports all legislative and political activities and issues which may impact the interests of the Alliance and its members
- Attends and participates in governmental meetings and hearings bearing potential impact on the Alliance and its members and prepares information
- Manages advocacy initiatives and staffing to assure effectiveness and results
- Establishes and maintains positive and on-going relationships with government agencies, local, state and federal elected officials and other key stakeholders
- Provides leadership with the Board in crafting, sponsoring and promoting governmental actions that are supportive of the mission of the Alliance
- Builds relationships with organizations and coalitions with complementary and/or like missions and policy objectives

#### F. Board of Directors Relations

- Fosters and maintains on-going and open communication with the Board of Directors
- Provides 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

- Coordinates Board of Director meetings, consults with the President of the Board in preparation of Board meeting agenda, sends notice of meetings, minutes, agenda and relevant materials to Board members, coordinates minutes of meetings with the Board Secretary and maintains official records of all Board meetings
- Confers with the Board Treasurer in meeting all financial requirements of the corporation
- Coordinates staff support for Board officers, members, and committees
- Supports the Board in its efforts to have an annual audit or compilation completed as required.
- Works with the Board to establish fundraising and resource development goals
- Works with the Board in developing and implementing a strategic plan

#### G. Strategic Planning

- Ensures the Alliance has a mission and vision that is clear and well-articulated
- Implements a strategic planning process that advances the Alliance's mission and vision
- Assists the Board in setting and implementing short- and long-term goals based on the strategic plan
- Ensures Alliance activities and operations including allocation of resources to support the Alliance's 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 environmental or equivalent non-profit field; or bachelor's degree in 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
- 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:** ACFT 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 40 hours per week.

*The above statements are intended to describe the general nature and level of work being performed by people in this job. The statements are not an exhaustive list of all responsibilities, duties, and skills required of personnel in this position. This job description may be changed, and additional duties may be added or assigned from time to time. The above description does not affect or diminish the at will status of an employment relationship between ACFT and its employees.*