

THE ESCONDIDO CREEK CONSERVANCY

P.O. Box 460791

Escondido, California 92046

760.471-9354

JOB DESCRIPTION – EXECUTIVE DIRECTOR

The Executive Director of the Escondido Creek Conservancy is the key operating manager for the Conservancy. The Director will be responsible for all office functions, community relations and supervision of office staff and volunteers. As the lead staff person for the Conservancy, the Director must effectively interact with the community, agencies, membership and the public. The Executive Director is responsible to the Board of Directors and reports directly to the Board President.

SPECIFIC DUTIES

At the discretion of the Executive Director, president and/or board of directors some of these duties may be wholly or partially designated to staff, directors, or committee members.

1. **Strategic Action Plan:** The Executive Director, along with the president and executive committee of the board, guides the periodic development and revision of the Conservancy's overall strategic plan. He/she assists the board of directors in executing the various plan objectives.
2. **Board/Committees:** The Executive Director is responsible for the smooth functioning of the board of directors meetings and/or committee meetings. Specifically, the Executive Director:
 - . With the president, develops board agendas that accurately reflect the work of the board.
 - . Takes and distributes minutes of all board and executive committee meetings.
 - . Ensures that the president and other board members as necessary are kept informed, through correspondence, email or by phone, of all matters pertinent to the operation and mission of the Conservancy.
 - . Helps direct or organize specific projects for committees and ensures that committee functions are completed.
 - . As necessary, arranges for meetings and assists committee chairpersons in preparation of notices, minutes and reports.
 - . Gathers data and materials for use by committees to help with assigned tasks.
 - . Provides assistance to all committees to help meet goals and objectives.

- . Attends all board and or committee meetings.
3. **Office/Staff/Volunteers:** The Executive Director is responsible for the daily operation of the Conservancy office and supervises staff. Additionally, the Executive Director:
- . Ensures that inquiries from Conservancy members and others are handled in a friendly and efficient manner, that accurate and complete information is provided, and that every effort is made to answer questions or resolve problems.
 - . Develops and maintains appropriate files, records and statistics that document Conservancy functions including but not limited to board and committee minutes, correspondence, financial records, acquisition projects, special events, marketing projects, and development projects.
 - . Recruits, hires, trains and discharges paid part-time or full-time employees. The Executive Director sets the duties of employees, develops job descriptions and evaluates employees not less than once annually.
 - . Maintains appropriate stock of office supplies and oversees efficient functioning of all office equipment.
 - . Checks daily for emails and/or phone calls to the Conservancy and responds to requests for information.
 - . Manages software and computer systems essential to the functioning of the Conservancy including fundraising software, word processing, publishing software, spreadsheet software, and Internet access. Ensures that appropriate updates are installed.
4. **Membership:**
- . Manages the membership data base system. Ensures that membership records are complete and accurate.
 - . Ensures that membership renewal requests are made in a timely manner, that new members receive timely welcome packets, and that renewed members are timely thanked for their renewal memberships.
 - . Periodically revises all welcome and renewal letters.
 - . Assists the Membership Committee in the planning and execution of membership solicitation plan to acquire new Conservancy members. Prepares all collateral materials.

- . Assists the Membership Committee in the planning and execution of membership-related events and membership solicitation events or activities.
 - . Prepares annual and periodic reports on membership statistics: new members, renewed members, retention rates, sources of new members, etc.
5. **Finance:** The Executive Director is responsible for the general management of the Conservancy's finances. In association with the Treasurer and Executive Committee, the Executive Director:
- . Prepares the annual budget with assistance from the Treasurer and chairs of committees.
 - . Keeps accurate and efficient records of expenditures and receipts.
 - . Maintains and manages Conservancy bank accounts and other financial accounts.
 - . Prepares and publishes monthly financial statements for review by the board.
 - . Approves and/or monitors expenditures as provided by the Conservancy's budget or as requested or approved by the President or Executive Committee.
 - . Arranges for the annual review of the Conservancy's books by an independent accounting professional.
 - . Ensures that all required tax filings are complete and submitted on time.
6. **Land Acquisitions:**
- . Maintains an accurate land asset schedule of properties owned by the Conservancy.
 - . Maintains files on the major land acquisition projects.
 - . Assists the land acquisition chair in completing and closing escrow on projects including providing appropriate documents and escrow payments in a timely manner.
 - . Refers land donation or sale inquiries to the chairperson.
 - . Enhances and monitors various gifting and estate planning programs.
 - . As requested, sends letters of thanks and certificates to land donors.
 - . Maintains land donation records.

- . Helps prepare periodic inquires to land owners of willingness to sell or donate land.
 - . At the request of the chair, meets with potential land donors and/or sellers.
 - . Research and applies for private and public grant monies to help fund Conservancy land acquisition projects.
 - . Attends seminars and educational programs on grant research, fund raising, direct mail solicitation, prospect research and development. As appropriate, shares information with board of directors.
7. **Special Events:** The Executive Director is responsible for ensuring that Conservancy sponsored events are effective and efficiently planned. The Executive Director:
- . Attends special event committee meetings.
 - . Assists the committee in the planning of special events.
 - . Completes or follows through on planning details as required by the event plan or as requested by the committee chair. These can include: design and publication of marketing materials, letter of invitation to speakers or special guests, coordination of site details (seating, lighting, ticket tables, fencing, etc.), all licenses and permits, procurement of all supplies, training and coordination of volunteers, and thank you letters.
 - . Monitors expenditures and receipts and provides a detailed financial report at the conclusion of each event.
 - . Assists in the evaluation of all events.
8. **Legislative Affairs:** The Executive Director keeps abreast of major legislation, pending or proposed that will have an immediate or future impact on the Conservancy's goals and mission. The Executive Director:
- . Distributes information on such legislative issues to board members.
 - . Makes travel arrangements and appointments with public officials as requested by the board. Personally attends such meetings, as requested.
 - . Writes or suggests that articles be written that are appropriate to the newsletter and interest of Conservancy members.
 - . Maintains accounting of all expenditures.

- . Ensures that appropriate state and federal reporting requirements are met.

9. Marketing

- . Assists the Marketing Committee in preparation of a marketing plan that effectively promotes the Conservancy's mission and programs.
- . Manages the quarterly production and distribution of the Conservancy newsletter, *Watershed Voice*.
- . Maintains a press release database.
- . Assists the committee in the development or revision of logos, stationery, membership renewal envelopes, special event materials, and brochures.
- . Arranges for the participation of the Conservancy at various public events that further promote the Conservancy's mission, e.g., Earth Fair at Balboa Park.
- . Prepares press releases and ads on special events and major activities of the Conservancy, e.g., land acquisition projects.
- . Create a public outreach program to generate donations and support for TECC programs.