

# MARYVILLE CITY SCHOOLS FOUNDATION

## Executive Director Position Description and Responsibilities

*Maryville City Schools Foundation's mission is to support the ongoing enrichment of educational programs for all students in Maryville City Schools.*

### **Position Description:**

The Maryville City Schools Foundation (MCSF) is an independent, community-based 501(c)(3) organization that supports the ongoing enrichment of educational programs for all students in Maryville City Schools located in Maryville, Tennessee.

The Executive Director (ED) is the primary public face of the Maryville City Schools Foundation (MCSF). The Executive Director is responsible for the day-to-day management and administration of the MCSF with strategic direction from the Board of Directors and guidance from the Executive Committee. The ED plans, organizes, and directs MCSF's administrative operations, programs, and development activities. The ED's specific duties and responsibilities align with the MCSF's mission and the Core Goals and Core Areas of its Strategic Plan and will be regularly reviewed and realigned with the plan. The current strategic plan has three areas of focus: fundraising, communications, and promotion and growth of the grants program. The ED serves as an *ex-officio* member of all committees.

The ED reports to and supports the Board Chair and receives strategic guidance from the Executive Committee (EC). The ED is responsible for the daily administration and management of the Foundation, including direction and supervision of office staff and volunteers and serving as the primary liaison between MCSF and Maryville City Schools (MCS).

### **Duties and Responsibilities:**

#### **Board Relations**

- Report to and support the Board Chair
- Initiate and assist in recommending and developing policies and setting priorities
- Communicate regularly with the Board by keeping them fully informed on the condition of the Foundation, other important factors affecting the health of the organization, and needs within the various committees
- Prepare Board and Executive Committee meeting agendas and review minutes as prepared by the administrative assistant for distribution
- Conduct a strategic planning process with the Board every three years and update the Board quarterly specific to progress regarding the strategic plan
- Provide direction to the Board and related committee chairs for developing and implementing practical short-term and long-term goals based on the strategic plan
- Keep Board updated on nonprofit trends, information, and education
- Communicate consistently and effectively to the Board on significant operational, financial, or strategic issues
- Assist in the recruitment, selection, and orientation of new board members and officers

- Attend Board meetings and provide an Executive Director Report, a written summary of activities, at Board meetings

### **Communications**

- Works with the leadership of schools' parent/teacher/family organizations to educate them regarding MCSF's mission, activities, and impact; and seeks opportunities for partnerships with these organizations
- Develops and implements strategies for effective communication with past, active, and potential donors
- Implements semiannual (or more frequent) community communication campaigns
- Builds, maintains, and grows contact list for mail and email communications
- Serve as a spokesperson for the MCSF, with a focus on building awareness of MCSF, its mission, and its activities
- Responsible for all printed, website, social media, and electronic communications, including a Facebook page, event programs, brochures, flyers, and all other publications
- Ensures MCSF web site remains up-to-date and accurate
- Develops relationships with local media to promote goals and events, as well as issuing periodic press releases to promote specific MCSF activities
- Manages relationships with Board members, ensuring consistent engagement and maximization of Board members' unique knowledge and skill

### **Fundraising**

- Direct all fundraising efforts, including major gifts, annual appeals, and other personal individual solicitations, including donor cultivation, recognition, and acknowledgment for the Foundation
- Direct and manage events as directed by the Foundation board and chair of the fundraising event
- Collaborate with all fundraising chairpersons in assembling influential committees
- Develop and implement a plan to diversify and expand the Foundation's funding base
- Develop, coordinate, and provide support for the implementation of fundraising strategies
- Maintain donor relations and coordinate opportunities for appreciation luncheons, etc. as well as records of historic gift levels
- Direct Board participation in all fundraising activities, including accompany Board members to solicitation meetings
- Solicit help from the community where needed
- Evaluate and report to the Board the most effective fundraising strategies
- Be proactive in securing funding for the organization by initiating, strengthening, and cultivating relationships with businesses, community leaders, alumni, and donors to expand funding sources and funding partnerships.
- Coordinate the identification of possible grants, the application process, and the follow-up of all grant applications made by the Foundation

### **Promotion and Growth of Grants Program**

- Work closely with the Director of Schools, Principals and their staff, and the School Board to be informed of the needs of the school system while educating them on the grant request process
- Promotes and builds awareness of grant-funded activities and projects
- Evaluates the efficacy of grants to help shape future MCSF partnerships

## **Administration and Operations**

- Leads, guides, and directs the overall management of MCSF
- Coordinates the preparation of the annual budget
- Works with MCSF Treasurer to review monthly financial statements, annual reports, and IRS Form 990 before Board review
- Manages relationship with East Tennessee Foundation (ETF), and reviews and advises Board on ETF account developments and changes
- Coordinates with scholarship funding bodies or individuals and administers scholarship programs following their specific requirements
- Hires, supervises, and evaluates MCSF employees, with oversight by EC
- Maintain the historical record of all MCSF activities, including grants funded, dollars raised, and noteworthy event and project photos.

<b>Job Requirements</b>
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- Bachelor's Degree or equivalent experience
- Experience working in a nonprofit environment, preferably involved with fundraising, public relations, and communication.
- Excellence in management with the ability to set and achieve strategic objectives and manage a budget.
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and represent the Foundation within the greater community.
- Strong organizational, administrative, and time management skills required
- Strong written and verbal communication skills as a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- 3-5 years' supervisory experience preferred
- Professional experience in the nonprofit field, with direct experience in fundraising and events, preferred
- A broad base of computer knowledge, including the ability to use MS Office, QuickBooks, and Neon CRM (the Foundation's preferred donor management software program)