



Job Title: Executive Director

Position Type: Full-time

Work Schedule: Monday-Friday, evening or weekends as needed

Position Summary: The Executive Director is responsible for leading the operations, management, and fundraising efforts of The Foundation for the BASD. The Executive Director has overall responsibility for executing the strategic plan in collaboration with the Board of Trustees and staff. The Executive Director is responsible for establishing and sustaining relationships with BASD leadership, parents, staff, and school board of directors, as well as The Foundation's Board of Trustees and staff, businesses, government agencies, and the community to build resources and opportunities to further the organization's mission. The Executive Director ensures all activities promote a diverse, equitable, inclusive, and belonging environment for the BASD community. The Executive Director reports to the Board of Trustees through the supervision of the Board President and Executive Committee.

Essential Responsibilities and Functions include:

Relationship Management/Community Engagement

- Develop, cultivate, and sustain relationships with BASD community members connecting them to The Foundation's mission.
- Serve as official spokesperson for The Foundation and participate in activities that increase the visibility, including Foundation events, and generally in the school community and the community at large.
- Maintain highly collaborative relationships with Board of Trustees, staff, volunteers, school directors, superintendent and school district cabinet members, district administrators and staff, and the Bethlehem Education Association.

Fundraising

- To achieve desired contribution goals, generate and implement a multi-year development plan which includes components to measure success.
- Research, identify, and contact potential funding sources, including BASD alumni, staff and parents, private foundations, corporations, local businesses, and individuals with a focus on identifying opportunities for major gifts, planned giving and endowments.
- Maintain and oversee the maintenance of donor database for accuracy and reporting needs.
- Responsible for researching, developing, and preparing grant proposals to corporations and foundations.
- Partner with school district staff and administrators to gain a strong understanding of programming, projects and initiatives to write compelling grant proposals and develop grant budgets.
- Adhere to grant funders' guidelines, collaborate with school district staff and administrators to generate mid-year and final outcome grant reports.

Strategic Leadership

- Cultivate a high performing, talented and diverse Board of Trustees, staff and volunteers by fostering a culture of appreciation and collaboration with a trusted work environment that values diversity, equity, inclusion and belonging at all times.
- Ensure all activities align with and advance the strategic plan.
- Engage Trustees and staff in on-going efforts to achieve short- and long-term strategic goals.
- Provide focus and long-term direction for organizational and individual actions.
- Identify professional development opportunities to strengthen non-profit leadership for staff and board.
- Provide mentorship and oversight to staff and volunteers.
- Ensure all operational activities comply with legal requirements and The Foundation's board policies and procedures.
- Collaborate with Committee Chairs to ensure efficiency for overall organizational success.
- Make informed decisions and successfully address complex organizational challenges.

Marketing and Communication

- Develop marketing strategy to increase community awareness and support fundraising goals.
- Oversee the development and production of all Foundation marketing pieces to showcase the organization's mission and vision adhering to brand guidelines.
- Collaborates with Advancement Coordinator and Marketing Committee to develop and implement marketing plan across all platforms: print, email, websites, social media, and direct mail.
- Oversee video production.
- Create and distribute press releases.
- Collaborate with donors to effectively publicize donations adhering to donors' requests.
- Oversee contracted marketing firms and designers.
- Ensure timely and effective communication and reporting on all donations, including acknowledgements.

Financial Management

- Manage and monitor day-to-day operations of The Foundation ensuring fiscal accountability and maintenance of financial records.
- Ensure all budget and financial matters adhere to general accounting principles.
- Maintain financial statements and reporting according to IRS non-profit guidelines.
- Oversee contracted accounting and payroll firms.
- Create, monitor, and adhere budgets including annual operating budget, special events and allocations.
- Collaborate with school district administration and business office to ensure funding allocations are distributed accurately.
- Establish funding priorities to ensure The Foundation effectively supports the needs of the school district.
- Oversee the generation of financial reporting to analyze progress of established goals.

Teacher/Student Grants and Awards and EITC Management

- Oversee Foundation-funded scholarships and teacher/student awards processes.
- In collaboration with Grants Committee, coordinate and develop annual teacher and student grant applications.
- Collaborate with BASD Grants Department to keep apprised of grant activities creating a mutual benefit.
- Responsible for annual EITC (Education Improvement Tax Credit) reporting and renewal application.

Qualifications and Important Competencies

- Bachelor's Degree with a minimum of 5 years of fundraising experience
- Supervisory and leadership experience
- Possess excellent and effective written and verbal communication skills, including presentation skills
- Proficiency in Microsoft Office programs (Word, Excel, Power Point) and Google Suite
- Experience with website platforms, preferably WordPress
- Experience with database management and financial management, preferably QuickBooks
- Excellent organizational skills with attention to detail
- Demonstrate a passion for mission and working knowledge of public education, education foundations and non-profit operating guidelines
- Demonstrate capacity to analyze, synthesize and integrate information to effectively identify and solve problems.
- Community and relationship development skills.

Clearance Requirements: Criminal Check, Child Abuse, FBI

The Executive Director job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required by the employee. Duties, responsibilities, and activities may change or new ones may be assigned at any time with or without notice.