

POSITION TITLE: EXECUTIVE DIRECTOR

ORGANIZATION: AMERICAN VOLKSSPORT ASSOCIATION

ORGANIZATION TYPE: Educational 501(c) (3) non-profit

LOCATION: Universal City (San Antonio), Texas

CONTACT PERSON: Holly Pelking

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DESCRIPTION OF ORGANIZATION: The American Volkssport Association (AVA) is a 501(c) (3) educational non-profit organization, dedicated to the promotion of a healthy lifestyle for all Americans through non-competitive sports. Through over 200 non-profit 501©(3) organizations, municipal government, education-related or charity-oriented clubs, AVA fulfills its mission through about 2,000 non-competitive volkssport events held annually in the United States for little or no cost to the participant. AVA is also a member of the Internationaler Volkssportverband (IVV), an international association of over 50 countries with the same objective of a healthy lifestyle.

DESCRIPTION OF JOB: Serves as chief executive officer, reporting to the President of the American Volkssport Association (AVA). The Executive Director serves as an ex officio member of the AVA National Executive Council (NEC), a board of directors composed of four elected officers and ten Regional Directors. The Executive Director plans, organizes, directs and coordinates the programs, activities and staff (paid and volunteer) of the Association to ensure objectives are met, plans fulfilled, and members' needs satisfied. The Executive Director participates in formulation of new policies. The Executive Director is the primary fundraiser for AVA and actively recruits sponsors, partners and advertisers for AVA activities. Some travel is required to attend two to four meetings per year of the NEC and possibly represent AVA to potential sponsors and/or partners.

SPECIFIC RESPONSIBILITIES:

Governance. Provides staff support to the NEC and its committees, including strategic planning activities, and keeps official records of the Membership (Association Clubs), Associate Members (Individuals), and the National Executive Council (Officers and Regional Directors).

Program Management. Provides general oversight of all AVA programs and direct staff support to specific programs as needed. Communicates with the NEC, member clubs, state associations, individual members and the general public. Reports to the NEC on operations, recommends programs to further the objectives of AVA and implements policies approved by the NEC and/or membership. With the AVA President, prepares a biennial report on the state of AVA to the membership.

Fundraising. The Executive Director has primary responsibility for and oversees a comprehensive fundraising program that includes corporate and foundation contributions, private and in-kind donations, grants, advertising in AVA publications and website, as well as special fundraising activities. Identifies potential participants, solicits funds, and negotiates

with individuals and private companies to monetarily support programs of AVA. A financial incentive plan is part of the Executive Director's compensation package.

Communications. The Executive Director and the AVA President are the primary spokespersons for AVA. The Executive Director must be a compelling voice for the AVA, its membership and promotion of AVA's primary objective, a healthy lifestyle. Ensures development and implementation of effective marketing and public relations programs, manages media relations, print and electronic publications and actively supports AVA's non-competitive volkssport events. Develops and implements a comprehensive communications strategy to create solid working relationships with government, media, business communities, health organizations and the general public.

Financial Management. Supervises the Director of Finance and Operation and together with the National Treasurer, develops an annual budget for NEC approval. Oversees compliance with the budget, monitors income, expenditures, physical assets, and other property. Ensures accounting system compliance with AVA policy and procedures and provides necessary reports, controls, and safeguards to protect AVA assets. Monitors compliance with required reports to IRS, auditors, other governmental agencies and the requirement for an annual CPA audit.

Administration. Oversees AVA administrative policies and practices as well as organizational structure and staffing of the Headquarters office. New policy and revisions are developed in coordination with the National Executive Council (NEC). Approves administrative policies and procedures of Headquarters' functions, obtains outside professional services as needed, and contracts for other services such as computer support, printing, and advertising. Maintains the official minutes and documents of the organization, organizes agenda (with the President) and serves as an ex officio member of the NEC, attending all meetings. Recommends appropriate actions to the Executive Council related to policy, procedure, and operations and assists the NEC by recommending appropriate goals and objectives and organizing travel and meeting locations. Oversees compilation of a national calendar of sanctioned volkssport events and makes it available to member clubs, their members and the general public.

Staff Supervision. Conducts, in conjunction with the Director of Finance and Operations, the recruitment, hiring, training, promotion, compensation and discharging of staff personnel. Administers an effective personnel program. Participates in the development and maintenance of personnel policy, procedures and training.

Member Outreach. Works with elected Regional Directors and Officers to engage leaders of member clubs to participate in AVA programs and promotional activities. Manages an effective member services program, including the IVV Achievement Awards Program, publications, forms merchandise, education and project information.

QUALIFICATIONS:

The Executive Director must have strong leadership skills and should be an excellent manager/administrator, skilled negotiator and proven fundraiser. The ED must quickly develop a strong understanding of AVA's projects and programs and have outstanding communication skills to motivate Regional Directors, attract new associate members and develop new sponsors and partners.

To perform effectively in this position, the candidate must have:

- Effective leadership and organizational skills in delegation, training and motivating employees to reach established objectives;
- Fundraising, marketing and promotional skills;
- Knowledge of the management process as it applies to growth and long-term planning;
- Strong verbal, listening and written communication skills;
- Courteous and professional conduct;
- Ability to plan organization-wide activities (setting objectives, developing strategies, budgeting, developing policies and procedures);
- Ability to interact effectively with the National Executive Council and Committee Chairs;
- Computer skills: General knowledge of web technology and navigating social media;
- General knowledge and proficiency in using MS Word, Excel, Power Point and other desktop publication. Knowledge of MS Access;
- Demonstrated commitment to AVA's primary objective: promoting an active and healthy lifestyle.

Required Experience. Minimum five years experience with strongest combination of experience in the following areas:

- Effectively managing and motivating paid staff;
- Successfully working with leaders of non-profit or sports-oriented non-profit organizations;
- Effective fundraising through donors, sponsorships and/or partnerships;
- Working with community organizations, municipal and state and national agencies or partner organizations to achieve goals for publicity and organizational growth;
- Proven effective work with a Board of Directors and organization member in areas of financial and program management;
- Public speaking, marketing and publicity.

Other Experience

- Bachelors degree-a major in marketing is desirable;
- Knowledge of grant-writing and the grant process is desirable.

Salary and Benefits are negotiable and commensurate with skills and experience. A financial incentive plan and employee benefits are part of the compensation package.

How to Apply:

Applicant must include a cover letter and resume. The following four questions must be answered, either in the cover letter or an attachment to it. Also, please provide two personal references related to work experience. Incomplete applications will not be considered.

1. Briefly describe 2 or 3 of your most effective business accomplishments?
2. What qualities do you think this position requires of you?
3. Describe how you have effectively implemented change in a headquarters office environment?
4. What have you done that directly resulted in acquiring sponsors/partners or brought in new funds for an organization?

Email your application to: vicepres@ava.org with Executive Director Position, American Volkssport Association in the subject line.

OR: Send a cover letter and resume to:

Executive Director Position
American Volkssport Association
15680 Alum Rock Ave
San Jose, CA 95127

OR: deliver via overnight package service to:

Executive Director Position
American Volkssport Association
15680 Alum Rock Ave
San Jose, CA 95127

Deadline: Applications must be received no later than midnight November 25, 2013.