



**Job Title: Executive Director**

**Reports to: NWPMA President**

**Date: November 28, 2021**

**Position Overview:** Under the direction of the President, serves as the primary contact and daily administrator for the regional association in accordance with the adopted Mission and Vision Statements and current By-laws and Policies and Procedures of the organization.

The Executive Director ensures that programs, activities and services of the association are communicated and administered on a consistent basis to members and prospective members in support of the ongoing viability of the association.

**Primary Job Function**

- Coordinates updates of website content with Wild Apricot software to ensure all content is timely
- Manages online member application, dues collection and member profile updates
- Prepare and send out member email communications as scheduled/needed
- Fulfills role of Tradeshow Manager – secure and contract venue; prepare event plan for venue, F&B, decorator; work with committees to establish events content and timing; keep online updates so all players are on the same page.
- Create paper and online registration: trade show booth space, sponsorships, advertising, attendees, professional development, end buyers
- Communicates with PPAI, other regional associations and other industry providers as appropriate
- Provides coded revenue and expense recaps for President/Treasurer review and approval on a monthly basis; send to accountant for bill payment through bank. Provide accountant with coded electronic deposit recap and paper back-up so she can generate monthly financials for board review at the next board meeting.

**Secondary Job Functions**

- Coordinate with President to prepare board meeting agendas
- Take minutes for all board meetings and report back to board that day
- Keep the calendar and send reminders to achieve initiatives
- Work with Marketing Board Advocate to post relevant content to social media channels
- Assist Membership Committee with new member recruitment campaigns
- Assist President, board to achieve strategic plan
- Assist President Elect with annual retreat planning and execution
- Keep record of Board Member Service and assist with bringing volunteers to board service
- Maintains association archives
- Updates strategic planning documents
- Prepare preliminary annual budget for committee to update and vote on each Oct/Nov

- Work with accountant to prepare 990 forms
- Other Duties as Assigned

### **Key Performance Metrics**

- Trade shows provide budgeted profit.
- Board Members are supported to ensure their successful participation
- Members understand all their benefits and feel well served
- Strategic plan initiatives are worked on and hopefully is achieved
- Expenses are kept down per budget

### **Other Skills/Abilities**

- Proficient with Microsoft Office suite of programs, including Microsoft Teams
- Proficient with Google programs
- Working knowledge of Adobe suite (Illustrator, Acrobat Pro)
- Familiar with social media outlets, strategies and posting
- Good math skills
- Organized meeting planning and creative marketing skills a plus
- Understanding of the promotional products industry