ROLE
Executive director of Whatcom Business Alliance

HOURS
Full time, Monday through Friday

SUPERVISES
Approximately three WBA team members

REPORTS TO
WBA’s board of directors

COMPENSATION
$72K to $90K per year, depending on experience; health insurance allocation, retirement plan, paid time off

POSITION SUMMARY
The executive director of Whatcom Business Alliance leads and directs a member-focused nonprofit organization that is driven to facilitate business success and community prosperity. This role is responsible for strategically bringing together business leaders, industries, policymakers and the public in ways that positively impact economic health and quality of life. WBA’s executive director works in alignment with these corporate values: truth, respect, accountability, passion, education, integrity, optimism and community.

KEY RESPONSIBILITIES
The information outlined below represents a general overview of the executive director’s role. WBA is a fluid organization that shifts and evolves based on the needs of its members. Under the direction of the WBA executive director and considering the nonprofit’s nature of continuous improvement, these are subject to change.

- **Staff and process development.** Provides leadership to individuals and teams. Builds, manages and motivates in-house staff and contracted service providers; develops the teams necessary to accomplish WBA objectives. Recruits, hires and trains staff, with a focus on retention. Administers an effective personnel program that includes job descriptions, performance standards, performance appraisals and compensation. Annually reviews internal processes and the technology used to complete work on behalf of WBA members.

- **Board engagement, development and good governance.** Maintains a focus on the long-range planning needs of WBA and its members; recommends, facilitates and reports on multi-year goals. Oversees the preparation of agendas, reports and minutes for monthly board meetings. Maintains the WBA Board Orientation and Expectation Manual. Works with the executive committee and serves as adviser to the board to move WBA toward defined goals. Develops working committees and encourages participation.

- **Business continuity.** Maintains the legal integrity of the WBA and all entities under its umbrella, such as the WBA Policy Center, StepUp and the Youth Engagement Initiative. Develops and manages business plans and organizational strategies. Upholds WBA’s confidentiality policy. Manages all operations in ethical, transparent ways.

- **Financial stability.** Oversees accounting and finance and internal accounting controls; directs timely reporting and financial analysis. Develops and manages budgets. Works with WBA staff to grow membership and secures sponsorships for events and activities. Seeks funding for programs and initiatives via recurring monthly contributions and one-time grants, sponsorships, corporate donations and individual gifts.

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**Member engagement.** Develops programs that encourage retention and new member growth. Surveys members annually to see what they value and to ask for program suggestions. Strategically develops profitable events that are educational for members and other stakeholders. Works with WBA staff to plan, budget, promote and manage events throughout the year. Monitors the effectiveness of all events.

**Networking and public relations.** Develops and manages an effective program for public relations; works to protect and enhance WBA’s brand in positive ways. Demonstrates excellent leadership, communications and presentation skills (written and verbal) and maintains natural comfort and confidence in addressing both small and large audiences. Develops interpersonal relationships related to membership development, fund development and program contributors. Ensures positive and professional relationships in the business community by attending and networking at targeted business and community events.

**Communications.** Manages an effective communications plan that is responsive to the needs of WBA members and other stakeholders, such as potential members, industry representatives, engaged voters, elected officials, policy influencers, local media members and future business leaders.

**Advocacy.** Solicits and promotes fact-based research related to industries and issues of importance to WBA members. Builds and leads coalition groups as needed; manages outreach with local elected officials in positive, proactive ways. Uses established communication channels to broadcast messaging related to advocacy. Promotes workforce development via WBA’s Youth Engagement Initiative (YEI).

**REQUIRED EXPERIENCE**
- Five or more years of experience in economics, business, community development or association management, with a record of accomplishments and career advancement.
- Three or more years of experience in leading and inspiring staff and teams of stakeholders.
- Familiarity with local, state and federal governing organizations and policymakers.
- Familiarity with 501c and 501(c)3 nonprofit operations.

**EDUCATION**
- A bachelor’s degree in business administration, public administration or a similar field is preferred.

**COMPENSATION**
- $72K to $90K per year, depending on experience
- Simple IRA (WBA pays 5% of income)
- Medical benefit allowance
- Four weeks’ vacation per year, scheduled around WBA events and activities
- Seven paid holidays
- Paid sick leave equal to one hour for every 40 hours worked.

WBA is an equal opportunity employer. All aspects of employment, including decisions to hire, promote, discipline or discharge, will be based on merit, competence, performance and business needs. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status or any other status protected under federal, state or local law.