

Executive Director - Overview

The primary function of the Executive Director (ED) is to fulfill the mission of the CCC while making the CCC's efforts and work sustainable for the future. The ED will be hired and supervised by the Board of Directors and will help expand the CCC's capacity to meet the needs of the community as desired by the Board.

The ED supports the CCC's operations through fundraising, program support, communications and record keeping. He/she will also make the CCC more efficient by acting as a leader and central point of contact for the CCC's stakeholders.

The ED is the key manager of CCC, and acts as a central contact point for the majority of the CCC's efforts. He/she is responsible for coordinating CCC's administration and programs in a manner consistent with the mission, strategic plan, and other guiding documents. The ED will have day to day decision making and leadership responsibilities. However, regarding the long-term and overarching guidance of the CCC, the ED takes direction from the Board of Directors, and reports directly to the Board of Directors.

Upon beginning his/her job, the ED will develop a deep knowledge of CCC's core mission, existing programs, current acquisitions, operations, and future plans by working closely with the CCC board. The Board of Directors will continue to be highly involved in the oversight, direction and running of the CCC.

Job Description

The Executive Director has the day-to-day responsibility of managing the CCC in accordance with the CCC's mission and Board policy. The ED supports organizational operations, administers finances, coordinates programs, manages relationships with partners, and guides potential Board directed expansion. The Executive Director acts along with the President as a central internal and external communicator of the CCC; the ED will attend all Board meetings, document and report the CCC's activities and progress toward goals, answer questions of Board members and partners and serve as the face of the organization.

Some of the ED's duties will be shared with other members of the Board of Directors and the ED will assure that these are completed to a high level of quality and timeliness. The Board and Executive Director will work together to refine the job description and other duties as needed.

The ED's work schedule will be flexible from their home-office. Work hours are flexible and will involve weekend and evening work. It is expected that the ED role will be approximately 40 hours / week. Travel to project sites, partner meetings and other locations is expected as part of the position.

Specific Duties of the ED (for an average work week of 40 hours).

Note: many of these duties will be split with Board members and Area Reps

Outreach & Communications with Public - Serving as the CCC's spokesperson to the organization's constituents, partners, the media and the general public. 5 hours/wk

- General social media (Work with the Secretary to maintain Facebook, Instagram posts)
- Event announcements (Create event specific social media & flyers)
- Newsletter (Summary of monthly work & upcoming events, reported to the Secretary for the monthly newsletter)
- Website updates including upcoming events and blog posts of events past
- Event coordination, planning, and tabling
- Thank you cards & other recognitions

Project Development, Maintenance, and Access Acquisitions 5 hrs/ wk or as needed.

- Assist Area Reps in communication with land managers for each area
- Follow through on potential leads to new projects or land acquisition
- Maintain relationships with land managers and develop programs that help build relationships (i.e. Conservation Database, Stewardship Program, etc)
- Meet with stakeholders involved in potential new projects

Membership & Donations - Management, enrollment, expansion and maintenance of the CCC's donating members. 3 hours/wk

- Email Reminders (Member renewals)
- Member drives (Tabling and in-person member sign-up)
- Outreach to outfitters and gyms for member incentives
- Membership Management
- Merchandise Management as needed (possibly expand merchandise options)
- Thank you cards
- Cultivation of larger dollar donors
- Increase sustaining members of the organization and grow the membership base

Fundraising - 8 hours/wk

- Project Specific Fundraising (Differentiate web site funding for different targeted goals)
- Grant Administration (Including applications & summary reporting)
- General Fundraising (Member donations, etc)
- Initiate Membership Drives (Streamline the process to assist Area Reps)
- Coordinate with established events to have a CCC presence and expand the CCC's mission (Reel Rock, Banff, Climbing comps at gyms, etc)
- Corporate Sponsorship Program (Develop and administer sponsors- use advertising on web and printed material as incentive. Develop a tier system with incentives for sponsors)
- Outreach to athletes for support of the CCC

Organizational Operations & Support - 5 hours/wk

- Communications with other Organizations - Establish and maintain relationships with various organizations and utilize those relationships to strategically enhance the CCC's mission.
- Daily operations, internal meetings, internal communication
- Board meeting organization
- Long term planning & implementation
- Represent the CCC with land managers and teams such as the Forest Planning Partnership
- Represent the CCC at events such as the Access Fund's workshops

Program Support & Event Planning - Collaborate with Area Reps to both support their work and ensure program success. 9 hours/wk

- Anchor Replacement (Stock Area Reps with replacement gear, restart and maintain database, seek funding for gear)
- Conservation Database (Create and maintain a Conservation Database resource for climbers in WNC. Utilize area biologists and ecologists to highlight areas or species of concern in WNC, highlight best practices as climbers, develop climbing management plans, etc)
- Stewardship Program (Develop and implement a Stewardship Program for trail day clean up and for the building of sustainable trails)
- Hound Ears/ public meeting planning
- Ensure the successful execution of the annual Rumble bouldering comp
- Assist Area Reps with events
- Regularly attend various events

Desired Candidate Qualifications

Candidate qualifications for the ED include experience in or the ability to learn:

- Knowledge of 501(c)(3) non-profit corporation best practices
- Extremely well-developed communication skills
- Able to provide guidance and motivate others from a "supportive leader" role
- Deep knowledge of NC and SC rock climbing culture, methods, needs, and history
- Event planning and coordination
- Business oriented social media knowledge
- Budget planning skills
- Ability and desire to investigate new topics and expand skills and knowledge
- Grant writing and implementation experience

Compensation

Based on abilities and experience. The Executive Director will be expected to work in partnership with the Board to fundraise in order to cover their salary.