



# Pacific Northwest Clean Water Association

## Executive Director Position



Deadline for proposals  
June 14<sup>th</sup>, 2019

PNCWA



## EXECUTIVE DIRECTOR

### POSITION OVERVIEW

The Pacific Northwest Clean Water Association (PNCWA) is accepting proposals for an Executive Director (ED).

We are looking for an inspirational leader to manage and grow this organization into the future. This position will report directly to the Board of Directors (Board) and is responsible for working with the Board to set strategic direction, represent member interests, promote educational opportunities for members, and perform outreach to current and potential members.

### WHO WE ARE

Since 1938, PNCWA is the preeminent association dedicated to education, dissemination of technical and scientific information, increased public understanding, and promotion of sound public laws and programs in the water resources and related environmental fields in Washington, Oregon, and Idaho. The organization has over 1,500 individual members and includes 4 Regions and 15 Sections.



The PNCWA is a Water Environment Federation Member Association (WEF MA). WEF is a not-for-profit technical and educational organization of 35,000 individual members and 75 affiliated MAs. Since 1928, WEF and its members have protected public health and the environment. PNCWA and WEF collaborate and support each other with combined activities such as MA exchanges, specialty conferences, and training. In 2018, PNCWA was selected by WEF as the Member Association of the Year.

#### *Our Vision*

*The Pacific Northwest Clean Water Association is a vibrant community sustaining healthy watersheds for future generations.*

#### *Our Mission*

*Dedicated to protecting and enhancing water resources in the states of Idaho, Oregon and Washington. To achieve this, we promote the professional development of our members, the dissemination of information to the public and policy makers, and the advancement of science and technology needed to protect human health and the environment.*

### A UNIQUE OPPORTUNITY

The success of PNCWA has been built through the efforts of volunteer members, corporate sponsors, partnerships, and a small part-time staff. With the retirement of the current staff members in 2019, the Board recognizes this as an opportunity to bring on its first full time

Executive Director. This evolution in the organization's leadership is a time of much excitement and change.



Our new ED will have tremendous opportunity to both run an effective organization and to become an ambassador for PNCWA and water resources. Of particular note, the ED will report to an all-volunteer Board of Directors with an officer rotation that results in a different President every year. Establishing a full time ED is expected to result in a consistency and continuity of leadership to benefit the PNCWA members and partners in the coming years.

Our ideal candidate will have the ability to:

- **Build partnerships:** Cultivating genuine relationships is an essential part of the culture in the water resources sector. Our ED must be able to bring out the synergies and best results from members, sponsors, and other organizations.
- **Look to the future:** Our ED will be able to see and put into action the steps for PNCWA to realize its strategic plan and longer-term vision.
- **Lead a member-driven organization:** Our ED must embody genuine passion and respect for the water environment profession and the complexities of how things get done. It cannot be overstated that an ED of an organization like ours must (1) have a high level of emotional intelligence and maturity, (2) truly enjoy the process of managing the various needs and wants of members and other partners, and (3) navigate potentially sensitive situations, perceived conflicts, and many personality types.

#### *Day to day responsibilities may include but are not limited to:*

The ED will oversee the full operations of the PNCWA. The lists below are intended to provide a better description of the different aspects that comprise the position so that candidates can fully understand the opportunities and challenges.

#### **Association Operations and Leadership**

- Coordinating Board strategic planning sessions and assisting with updates to the strategic plan as needed. Implementing the strategic plan in cooperation with and as approved by the Board of Directors.
- Working closely with the Treasurer and Board to develop and administer the annual budget in advance of each fiscal year. Overseeing and preparing the development of financial reports for Board meetings, accounts payable/receivable, and tax filing.
- Providing and coordinating support for PNCWA Board Meetings including meeting spaces, venues, and travel support for the Board members.
- Sustaining and growing PNCWA's revenue sources and identifying opportunities for revenue growth through increased membership, additional training/workshops, seminars, and conferences.
- Overseeing the development and implementation of PNCWA's marketing and communications strategy. Working with the Board of Directors and other volunteers on:
  - Development of press releases, interaction with the media, and design of promotional materials.

- Design, edit, and maintenance of PNCWA's website.
- Social media presence.
- Administering contracts with vendors that support the operations of PNCWA.
- Handling all day-to-day operations including customer service and member support.
- Complying with the PNCWA Constitution, Bylaws, Policies and Procedures.

## Professional Development of Our Members

- Working with the Board and Committees to provide for the professional needs of our members and communicate the value of membership to prospective members.
- Developing relationships with PNCWA's current and future volunteer leaders.
- Supporting PNCWA Regions and Sections.
- Continuing the growth of the PNCWA Annual Conference by working with the Conference Committee to enhance the conference status as the premier water professionals conference in the three-state region.
- Overseeing the ongoing development and coordination of PNCWA's other educational and training programs, including committee-organized seminars and operator training courses.
- Coordinating with Committee Chairs to provide resource assistance for regular meetings as well as the seminars and trainings mentioned above.
- Exploring creative methods to increase membership diversity and overall numbers.
- Writing articles for PNCWA's quarterly newsletter.



## Dissemination of Information to the Public and Policy Makers

- Promoting PNCWA as a champion of water resources protection in the Pacific Northwest.
- Supporting Committees involved in fundraising for charitable activities such as Water for People and the PNCWA Scholarship Fund.

## Advancement of Science and Technology to Promote Human Health and the Environment

- Developing relationships with WEF to maximize the resources and knowledge we provide to the membership of the PNCWA.

## MINIMUM SKILLS AND QUALIFICATIONS

- Experience successfully leading and growing nonprofit organizations with a minimum of three years of experience in a leadership role.
- Work with a nonprofit Board, following and implementing strategic plans.
- Fiscal oversight and budgeting familiarity.
- Prior experience establishing strategic partnerships among diverse stakeholders, including possible joint events, shared messaging campaigns, or collaborative exchanges.
- Facilitating small and medium sized groups covering a wide range of topics.
- Strong written communication skills in a variety of styles, including newsletters, white papers, social media, and conference calls.
- Reliable personal transportation required. This position requires up to 20% travel. Travel will likely be required every month. Most of the travel will be in the tri-state area. A few national trips are required each year. Travel expenses will be covered by the organization.
- Willingness to work evenings and weekends for seminars, conferences, and other outreach activities as needed.

## HIGHLY DESIRABLE SKILLS AND QUALIFICATIONS

- Formal certification in non-profit management, public administration, and/or public-sector management.
- Desktop publishing, social media, and website development experience.
- Experience working with any/all of our key stakeholders in water or related fields (public works, engineering professionals, operations, public policy, equipment vendors, students and young professionals, contractors, regulators, etc)
- A Bachelor's degree or Associates degree in a related field of study

## ASSOCIATION OFFICE

- The PNCWA does not have a physical office as the prior staff worked from home. The successful candidate will provide for a home office or alternative workspace. The equipment and supplies belonging to the association will be made available to the successful candidate. Reimbursement for some expenses such as internet will be provided and other expenses can be negotiated within reason.
- To fully support the growth of the Association and relationship building, the ED will be required to relocate to or reside in the three-state region (Idaho, Oregon or Washington) of the PNCWA.

## PROPOSALS:

PNCWA is looking for a long-term candidate with an initial three (3) year contract and is considering over the long term converting the contractor to a full time employee of the association. Specific terms of the contract's initial duration and renewal periods can be negotiated.

The proposal should be no longer than 5 pages and should include a cover letter, resume, and approach to the ED position including target growth areas for the association in the next 1-3 years. Please include a separate sheet with three references, of which two are professional references. Please include your professional social media handles as well. The reference sheet does not count in the total page count.

Compensation will be determined during negotiations with the successful candidate. PNCWA provides funding or reimbursement for travel associated with PNCWA and WEF activities when attendance is required.

Please send your proposal to Jim Baird, PNCWA President at, [jbaird@rusa-or.org](mailto:jbaird@rusa-or.org) no later than the end of the day June 14<sup>th</sup>, 2019.

PNCWA



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Association

