

**FRIENDS OF CLAYTOR LAKE (FOCL)**  
**EXECUTIVE DIRECTOR**  
**Pulaski County**

**Department:** Friends of Claytor Lake (FOCL)

**Reports to:** FOCL President, Board of Directors

**Supervision Exercised:** FOCL Crew

**Supervision Received:** Work is performed under the decision-making process of the FOCL President and Board of Directors

**Classification: (FLSA):** Non-Exempt, Full Time

**Work Hours:** Monday thru Friday, 40 hours per week. Some weekend and evenings may be required.

**ESSENTIAL FUNCTIONS:** The Executive Director enables FOCL's continued growth through teamwork and creativity in promoting fundraising, increasing donations/supporters, and developing new programs for the advancement of our mission. The ED shall serve as the initial point of contact for handling or referring inquiries, disseminating information, providing high level of communication, outreach, and service to public. The ED will work closely with the President and Board Directors to organize, publicize and ensure success of events, coordinate with businesses and partners and keep the Board informed of organization updates or issues.

**JOB REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions. Employee must successfully pass a drug and alcohol test, a background and a driving record check. A valid Virginia Driver's License is required. A Tetanus shot will also be required.

**RESPONSIBILITIES:**

- Represent FOCL serving as the main contact for information. Perform day to day office duties and provide a high level of customer service with quick response to inquiries from the public, directing inquiries to appropriate Board Director, committee chair or other resource as necessary.
- Work with President, Board/committees to conceive and conduct fundraising strategies to ensure financial resources for the organization and enable continued growth which includes grant writing
- Utilize content marketing platforms to promote FOCL, such as email marketing, social media, website management and press releases as needed. Prepares annual newsletter.
  
- Work with Board and Committee Chairs to facilitate and coordinate projects, events and effective committee functions. Includes developing and keeping FOCL calendar, coordinating meeting materials (agendas, reports, etc.) and sending committee notices out as requested.

- Maintain all finances working with Finance Committee, Treasurer and President including but not limited to the following:
  - Keep bank accounts and other accounts current, paying bills promptly and reconciling accounts monthly
  - Prepare monthly accounting statements for Board meetings and/or as requested
  - Assist Treasurer and Finance Committee to prepare budgets for FOCL and Clean Up with American Electric Power and Pulaski County
  - Coordinate with American Electric Power, and others re: funding of Clean Up, water quality monitoring and habitat projects
  - Possess willingness to insure FOCL success while evaluating Board objectives to assure compliance with 501 (c) 3 nonprofit status
  - Process donations, send thank you letters and reminders
- Work with Clean Up Supervisor, President and Pulaski County to facilitate advertising and hiring of Clean Up crew. Facilitate end of year performance reviews for crew members with Clean Up Supervisor and President.
- Develop and keep updated policies and procedures manual and ensure Bylaws are up to date and followed accordingly. Work closely with the Board Secretary to keep proper board meeting notes and review any updates.
- Attend committee meetings, watershed related meetings and community events and fairs as requested
- Work with clean-up supervisor and Board Committee Chairs to compile annual clean-up, drawdown, and other reports to American Electric Power. Update website with reports for public review.
- Event management skills required. Ability to plan and execute various types of events throughout the year. Must be able to plan ahead and work closely with businesses and groups as needed. (State Park, County, environmental agencies, general public, etc.)

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Excellent written and oral communication skills
- Fundraising, public speaking and marketing experience required
- Knowledge of various database management platforms including QuickBooks, Adobe and website management preferred
- Skills in accounting and recordkeeping
- Excellent organization and coordination skills with ability to multi-task
- Dedication to high level of customer service

**ADA REQUIREMENTS:** Ability to stand, stoop, bend, walk, to lift and carry 30 pounds. The position requires utilization of auditory and visual senses.

**EDUCATION AND EXPERIENCE:**

- Bachelor's degree in Communications, Nonprofit Leadership, Business, or related field with two years' success with non-profit experience or equivalent

**PROFESSIONALISM AND CONFIDENTIALITY:**

- Understands and consistently implements all County policies and procedures
- Maintains confidentiality with all vendors and employee transactions and activities
- Shares knowledge and assists other staff with day-to-day activities to promote effective teamwork to accomplish the goals of FOCL

**TRAINING AND JOB DEVELOPMENT:**

- Must complete DGIF boater safety course and receive certificate within one year of employment

Note: This job description is not intended to be all-inclusive. An employee will also perform other reasonably related job responsibilities as assigned by the FOCL President and/or Board of Directors. FOCL and Pulaski County Administration reserves the right to revise or change job duties as the need arises. Moreover, management reserves the right to change job descriptions, job duties or working schedules based on their duty to accommodate individuals with disabilities. The job description does not constitute a written or implied contract of employment.

I have read, understand and accept the duties, standards and expectations required of this position. I hereby affirm my good faith compliance with all County policies and procedures.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

*Check the appropriate box, fill in the needed accommodations, if required, then sign and date.*

- I have read and understand this job description and acknowledge that I am able to complete the essential functions required of this job without accommodation.
- I have read and understand this job description and acknowledge that I am able to complete the essential functions required of this job with accommodation(s).

Please list the accommodation(s) needed to fulfill the essential functions of this job description:

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Employee Name: \_\_\_\_\_  
(Please print)

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date