



## Job Description

### Position Title:

Executive Director

### Summary:

The Executive Director (ED) is the face, heart, soul, and mission-keeper of the farm. This role preserves and strengthens the excellent image of the farm to all internal and external stakeholders, potential donors, and industry professionals.

The ED position is a highly visible role within the Touchstone Farm (TSF), local, and national equine and charitable communities. As the leader of the Touchstone family, the ED must have a committed approach to all aspects of ensuring the health, growth, and sustainability of the farm... ranging from the well-being of campers, staff, visitors and horses... to managing and ensuring all funding opportunities are being fully explored and utilized... to ensuring facilities, financials, and operations are properly managed.

Fiscal oversight and ensuring the financial strength of Touchstone Farm is a primary focus for the ED. As Touchstone receives its funding and support from a broad range of areas outside the farm itself, community outreach is a critical and major aspect of this position. The ED must reach out, attend events, and have a keen understanding, sense and feel for the pulse of the charitable communities. As funding streams evolve their causes, the ED must understand these movements and how to strategize Touchstone's programs accordingly. The ED is responsible for pursuing and gaining the funding, tracking their cycles, breadth, and depth, and aligning Touchstone with them. Touchstone is looking for someone who can do the fund-raising and community relations work, as well as oversee the day-to-day operations.

The successful candidate must understand financial statements, seasonal fluctuation financial management, and how to analyze and manage budgets. Staff, program, and fiscal oversight are a major aspect of the position. The ED is responsible for managing personnel in accordance with Human Resource policies, managing programs efficiently in accordance with the farm's mission, and ensuring all business/legal aspects, such as insurances, are properly in place. The ED also ensures that all customary best practices for farm behavior is followed (i.e., kids not using cell phones while caring for horses due to injury and insurance claims).

The right candidate must love spending time with children, their families, people with special needs, staff, and professionals in the equine and charitable communities. Whether the ED is presenting at a professional event, convincing a donor to give to the farm, or at an evening campfire with the kids and staff, the love for helping people must shine through as a bright light and reflection of Touchstone's mission. In addition to spending time amongst these communities, it is just as important to get to know them intimately and develop relationships so that opportunities can be uncovered and networked to ultimately help the farm.

The ED's role as nurturer-in-chief must be paired with a strong ability to relate as a mature and sophisticated influencer within the professional, equine, and charitable communities. The ED must be able to successfully communicate the vision of the farm, as well as "make the ask" to a broad range of audiences to attain their financial support for Touchstone. As the ED is the face and spirit of the farm, a strong ability to relate to professionals within these communities is a must, as well as relate one-on-one with wealthy donors to influence their charitable giving decisions.



### *Position Requirements:*

#### **Fundraising**

- Manage and create an annual Fundraising Plan.
- Lead the capital campaign for the land transition.
- Manage regular personal contact with major donors and their families.
- Build and manage fundraising specific committees and teams.
- Develop personal skills in fundraising and donor management identification/stewardship.
- Steward foundations while enlarging the major donor pool.
- Develop and distribute annual appeal materials (currently twice annually).
- Develop and manage a plan for regular communication with all donor levels.
- Develop alumnae affinity groups for donor events and contributions.
- Manage public relations for local community, regional & national awareness.
- Build visibility in the community for TSF by attending Chamber of Commerce meetings, community equine events, PATH International, and other local, regional, and national groups, especially ones with whom we partner.

#### **Foundation & Individual Grants**

- Seek to identify grants that are appropriate for funding general work of the farm. Communicate these findings to the Board of Directors and other stakeholders.
- Take recommendations from program staff and work with the Board of Directors to match the programming, horse care, facility, or capital needs to the most appropriate grant opportunity.
- Identify and work with staff to assemble materials, such as IRS documents that are typically required with proposals. Obtain quotes from lead staff involved.
- Write and submit grant proposals and grant reports on time and with comprehensive outcomes and Use of Funds report.
- Track grant submissions and deadlines, and communicate this work to the Finance Administrator.



## Development Planning

- Manage and create the development plan for TSF and ensure that the Board, committees and staff are following the roadmap outlined in the Development Plan.
- Prepare and present to the Board a monthly ED report.
- Attend all committee meetings, including HR, Finance, Program, Governance, Development, Buildings & Grounds, and MarCom.
- Participate with the Executive Committee to create a Board Member Nominating Committee.
- Manage the Land Transfer process of major identified funding sources and foundations; work directly with the consultant chosen by the Board of Directions.

## Staff, Program, and Operational Oversight

- Work closely with the executive team to accomplish the strategic goals for each year, developing new and innovative programs that complement the current program offerings and to continuously improve the programing, operations, and HR.
- Hold individual direct report staff meetings and leadership team staff meetings as appropriate.
- Attend opening and closing of Pony Farm sessions and drop in to visit, have lunch, and interact socially; develop relationships with campers.
- Provide oversight on all farm programs, including Camp and Veteran's Programs, in consultation with the lead staff or volunteer organizer for each program.
- Provide input for Program Staff via the HR committee for all hiring duties assigned to them.
- Contribute to the team's yearly event calendar planning meeting(s); including input from lead staff and program committee members.
- Manage TSF's liability insurance(s) policy by monitoring current contracts and obtaining new information as policy updates are recommended by the organization's insurance carrier. Advise the Board on the status of the organization's insurances. Coordinate with the Finance Administrator, as well as the HR committee, to create and update employee, contractor and volunteer paperwork to meet current insurance requirements as needed.
- Manage and track the budget that has been approved by the Board of Directors; bring any discrepancies, issues, or additional needs to the Board for resolution.
- Daily availability and support of the leadership team as necessary for problem solving and with final decision making authority for all significant issues.

### *Organizational Relationships:*

- Reports to the Executive Committee of the Board of Directors

### *Resources Managed (budget and FTEs):*

- Salaried

### *Training & Education Preferred:*

- Bachelor of Science in Management or Business



### ***Prior Experience:***

- At least 15 years experience in senior management roles and leading teams
- Working knowledge managing budgets and financials in an organizational setting
- At least 5 years experience leading fundraising for non-profits
- At least 5 years experience writing grants; familiarity with capital campaigns
- At least 5 years management experience in the equine industry
- Working knowledge of business reporting
- Experience with horses, horse care, various equestrian modalities, and the therapeutic benefits of horses
- Loves children and experience working with them

### ***Other Requirements:***

- Must be available nights and weekends, as necessary, to attend farm meetings, fundraisers, equine affairs, farm activities, donor meetings, and other professional and community events.
- Strong interpersonal, management, and collaboration skills – excellent “people skills”
- Ability to present in front of crowds and one-one-one at symposiums, fundraising events, and to donors
- Ability to “close the deal” by communicating with, relating to, and influencing donors and professionals who hold significant funds to provide funding to Touchstone Farm
- Avid networker and genuine caring for people
- Other duties as required by the Board of Directors
- Must be able to pass drug testing and a background check
- Must have and keep a valid drivers license

Employee Signature:

Date:

Board President Signature:

Date:

Document revision date: 01.11.2018