

Summit Community Power Works Executive Director Job Description

May 1, 2017

Background

Summit Community Power Works (SCPW) is Park City and Summit County's reply to the Georgetown University Energy Prize, competition to reduce residential energy consumption through innovative, replicable and sustainable programming. The competition period ended December 31, 2016 however, SCPW remains a community supported organization committed to energy efficiency.

SCPW is in transition from a nonprofit operating under the fiscal sponsorship of Park City Community Foundation to an independent 501(c)3 organization. Because of this transition, the SCPW Board of Directors will assist in establishing the infrastructure of SCPW as an independent nonprofit organization with a diminishing role as the organization is established. Therefore, this job description identifies immediate (first year) responsibilities that are expected to increase thereafter as the ED takes on greater responsibility for the operation and management of the organization and the Board's responsibilities shift.

Executive Director Position

Reporting to the Board Chair of the Board of Directors, the Executive Director (ED) will have overall strategic and operational responsibility for Summit Community Power Works ("SCPW") Nonprofit's programs, expansion, and execution of its mission. S/he will initially develop deep knowledge of energy efficiency field, core programs and community partners, and SCPW's efforts to date to build on the momentum of the Georgetown University Energy Prize competition. Guided by SCPW's mission, s/he will engage the community to reduce residential energy consumption and increase the use of renewable energy countywide. With assistance of Board (described below), s/he will raise funds, develop business plans, expand board, and hire staff needed to fulfill SCPW's mission. This is a full-time, salaried position with appropriate benefits.

SCPW Board of Directors Responsibilities

Governs affairs of the SCPW including, but not limited to the following:

- Determines community need that organization wishes to address and how they will fill it
- Sets the rate at which the organization takes on activities, programs and services to fulfill its purpose
- Ensures that financial and human resources are in place to guarantee the existence of the organization
- Clarifies to the community the organization's values, beliefs, and services

LEADERSHIP AND MANAGEMENT

ED Responsibilities (Immediate, ongoing)

- Develop annual operating strategic plan within ninety (90) days of employment start date which details program objectives, milestones and metrics to measure success, financial requirements and resource allocation requests to achieve SCPW's mission.
- Assess existing programs and reinvigorate, build on success to date.
- Develop and implement program performance evaluation plan that includes, at a minimum:
 - Performance measures/metrics
 - Methodology to measure results
 - Data Collection and results analysis procedures

- Reporting of results to stakeholders
- Ensure ongoing local programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, communications, and systems; recommend timelines and resources needed to achieve the strategic goals.
- Actively engage and energize SCPW Nonprofit volunteers, board members, event committees, alumni, partnering organizations, and [potential] funders.
- Understand the environment within which the strategic plan is to be carried out: municipal, regulatory, local and regional governmental ordinance and statute that enable/restrict certain aspects of Implementation.
- Possess a full understanding of the objectives, scope and guidelines required by Georgetown University in the event that GUEP energy prize money is awarded to SCPW; develop process by which to respond to the requirements of GUEP, SCPW Board and stakeholders upon request.
- Oversee the various moving components of the strategic plan to make sure that they are being coordinated in a synergistic, collaborative, and complementary fashion.
- Act as the nexus of connection between all of the various stakeholder groups.
- Be a clear and effective communicator, with excellent organization and planning skills who can work efficiently and creatively to meet the goals and objectives of SCPW.
- Ensure effective communication between the Board of Directors and the Executive Committee, the subcommittees and the broader community.
- Manage the day-to-day work required to execute the strategic plan including, but not limited to:
 - Schedule meetings
 - Preparing agendas, facilitating discussions for the Executive Committee, stakeholders
- Develop and manage a volunteer program, including recruiting, training, and monitoring of volunteer staff.

Board (Immediate)

- Establish mission, vision, objectives and to guide ED in the development of an operating strategic plan.
- Develop, maintain, and support a strong board of directors; serve as ex-officio of each committee, seek and build board involvement with strategic direction for both ongoing local operations as well as for the national rollout.
- Review and work with ED to approve annual operating strategic plan within 30 days of submittal.
- Develop policies and procedures, accounting systems, record keeping, book keeping, and fiscal reporting systems necessary to carry out fiduciary responsibilities of the nonprofit organization accountable to funders and stakeholders.
- Develop accounting mechanism capable of delivering real-time financial reports using standard accounting practices.

Joint functions of ED and BOARD (Immediate)

- Fundraising is a joint function, where the Board takes the lead with ED support.
- Proactively seek, nurture and cultivate relationships with individuals and foundations that can provide SCPW with annual operating capital.
- Expand local revenue generating and fundraising activities to support existing program operations.

- Hire, lead, coach, develop, and retain SCPW Nonprofit's high-performance senior management team.
- Ensure effective systems are in place to track progress and regularly evaluate program components so as to support ED and measure successes that can be effectively communicated to the board, funders, and other constituents at regular intervals.

Functions shift from Board to ED (near term)

- ED executes organization's business management policies and procedures.
- ED becomes responsible for accounting systems, record keeping, book keeping, and fiscal reporting systems necessary to carry out fiduciary responsibilities of the nonprofit organization accountable to Board, funders, and stakeholders.
- Maintains accounting mechanisms and delivers real-time financial reports using standard accounting practices.
- ED leads fundraising with Board support.

COMMUNICATIONS

ED Responsibilities (immediate, ongoing)

- Deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand.
- Use external presence and relationships to garner new opportunities.

Community Outreach and Public Relations:

- Develop relationships with the media to promote SCPW's endeavors.
- Write press releases, articles for publications and web sites.
- Develop and manage social media and SCPW web site, updating content regularly and ensuring website functionality.

Education and Marketing:

- Engage community to take action in support of SCPW mission, develop reliable mechanism to quantify community engagement.
- Develop and disseminate marketing materials in appropriate markets using most effective mediums.
- Develop and post educational material on SCPW website; utilize technological advances in electronic medium to enhance web capacity and value.
- Develop educational curriculum and disseminate throughout 3 school districts in Summit County.
- Develop marketing budget and plan to promote programs, events, and distribute educational materials throughout county; execute marketing plan within budget.

Planning & New Business:

- Build expanded partnerships in new areas of foci, as determined by the Board, establishing relationships with key political and community leaders to achieve efficient expansion.
- Proactively seek, nurture and cultivate relationships with individuals and foundations that align with [elements] of SCPW's mission such that collective action may produce greater social impact within Summit County.
- Be an external local presence that publishes and communicates program results with an emphasis on achievements of strategic plan objectives as a means to drive higher awareness of SCPW for fundraising, program success, and to attract quality staff, volunteers and board members.

Qualifications

The ED will be thoroughly committed to SCPW and will dedicate their full attention to its mission and objectives. All candidates should have proven leadership, coaching and relationship management experience. Concrete demonstrable experience and other qualifications include:

- Advanced degree, ideally an MBA, with at least 10 years of senior management experience; track record of effectively leading and regionally and/or nationally scaling a performance- and outcomes-based organization and staff; ability to point to specific examples of having developed and operationalized strategies that have taken an organization to the next stage of growth.
- Unwavering commitment to quality programs and data-driven program evaluation.
- Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives, and manage a budget.
- Past success working with a board of directors with the ability to cultivate existing board member relationships.
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning.
- Ability to work effectively in collaboration with diverse groups of people.
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.