



PACA Executive Director

Position Summary:

The PACA Executive Director is responsible for the successful leadership and management of the PACA organization according to the strategic direction set by the volunteer Board of Directors (the “Board”). The Executive Director will implement the vision and mandate of PACA, will provide leadership in identifying priorities and objectives, direct staff and contractors, support committees and help to ensure the PACA's financial and organizational viability. This is a year-round, part-time contract.

Reporting to The Board of Directors, through the President.

Contract Status: ~20 hours per week

Compensation: \$2860/month

Performance Expectations:

You are committed to guiding and inspiring all forms of cycling in the Penticton area, by offering direction to staff, fellow cyclists, partners, and supporters; and to representing the cycling community to government, land management agencies, other trail user groups, and other concerned parties.

Prime Functions:

General Board Support:

- Operate as point of contact for the organization, answering and directing specific inquiries as required.
- Support the work of the Board by liaising with external organizations and following up with contacts as required.
- Oversee the efficient and effective day-to-day operations of the PACA using policies and procedures approved by the Board. This requires management of staff or contractors, in conjunction with the President.
- Actively participate in the development of the overall strategic direction of the PACA with the Board.
- Supports the Board with Land Manager relations and meetings.

- Facilitate effective Board meetings by ensuring the preparation of reports, meeting agendas, proposing topics for discussion/review, and determine/initiate follow up actions.
- Assist all roles of the board of directors to develop and support programming, in accordance to the club's overall strategic direction.
- With the board of directors, develop and maintain administrative and operational guidelines such as policies and procedures, strategic plan reviews.

Financials:

- Assist the Treasurer and President in ensuring that the finances are well managed, and take shared responsibility for setting and maintaining an annual budget. Assist the Treasurer with financial data entry when required; payroll, invoicing.

Grants & Fundraising:

- Assist the Board of Directors in handling workflow and administrative processes surrounding future grant applications.
- Facilitate proposals, create documentation, ensure deadlines are met.

Employee/HR Management:

- Oversee the administrative management of trail work, supporting the Director of Trails and President (VP in absence), coordinate work plans and builder's hours management.

Social Media and Communication:

- Lead and oversee all communications, marketing, and development strategy to be aligned with the PACA's mission
- Oversee social media content, management, and outreach (could use volunteers to assist)
- Oversee Membership Communication to provide a unified customer service focus (surveys, newsletter content, and along with management of website and Trailforks) with the goal of membership retention and growth.

Program/Event Support:

- Working with all staff and/or volunteers, coordinate the delivery of the organization's programs and events.
- Provide project management/support to events, campaigns, and programs as directed by the Board.
- Create, update, and document process workflows for the significant recurring PACA events. Other duties & responsibilities as required.
- Support the PACA's volunteer hour goals.

Administration & Operations

- Manage the PACA sponsorship program and steward sponsors from year-to-year. Target of annual sponsorship revenue: typically a 20% growth target annually.

- Manage membership with a typical annual target of 20% growth, with emphasis on promoting trail maintenance program, advocacy work, and community building to encourage membership purchases.

Qualifications, Skills, Experience

- Experience working in or volunteering for a non-profit, volunteer lead society.
- Ability to work effectively in collaboration with diverse groups of people.
- Ability to troubleshoot issues, develop and evaluate options, and implement solutions.
- Ability to communicate in a clear and concise manner through written (email) and verbal forms of communication with excellent interpersonal skills.
- Ability to effectively plan and organize a team for efficient operations.
- Ability to manage time and coordinate independently, adjusting actions in relation to operational needs.
- Working knowledge of Google Docs and Drive is essential.
- Proficiency with software/apps for productivity, social media, web, marketing, communications, (Slack, MS Office, TidyHQ, etc.)
- Satisfactory Criminal Record Check.
- Data entry and bookkeeping considered an asset.