



Executive Director – Candidate Profile

Founded in 2008, La Crosse Promise is a non-profit organization focused on economically transforming the city and demonstrating to current and future residents, employers and tax payers, that the City of La Crosse is a community that values education and is worthy of their investment.

The Promise provides career and college readiness for all students in the School District of La Crosse enrollment area, and direct scholarship support to City of La Crosse families for post-secondary education.

The heart and soul of any community is its core. If the core is healthy, the entire region is also healthy. Outlying communities benefit from the services and activities that are only available in the City. A vibrant and inclusive City attracts young and old alike who will be encouraged to move closer to the center of activity.

Position Overview

The Executive Director of La Crosse Promise will lead the efforts to support the vision and mission of the organization. The successful leader must have an entrepreneurial leadership style with the ease of wearing many hats:

- Chief Fundraiser
- Face of the Organization
- Leader
- Manager
- Motivator

As the chief fundraiser, you will oversee the planning, organizing and implementation of a successful multi-million dollar campaign.

As the public face, you must embody and champion the values and principles of La Crosse Promise.

As the leader, you must have the ability to see the larger picture, while skillfully supervising the day-to-day details of the organization.

As the manager, you will establish a stable and productive working environment where employees are valued and appreciated.

As a motivator, you will energize employees, board members, volunteers and stakeholders to embrace the mission and vision of the Promise.

Education & Work Experience

A bachelor's degree is required. Fundraising experience, including leadership with fundraising campaigns and major donor cultivation is preferred. Leadership and/or supervisory experience is a must. Having that experience in the not-for-profit realm is helpful. It would also be helpful for the candidate to have experience and/or working knowledge of grant writing, membership recruitment, and donor database software. Experience in the field of education and/or economic development is a plus.

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Professional and Personal Traits

- Extraordinary relationship-building talents.
- Exceptional verbal and written communication skills.
- Strong organizational skills resulting in the ability to prioritize multiple projects and initiatives.
- An ability to work effectively and efficiently under pressure and stress while maintaining a calm, professional demeanor.
- Proven results-oriented work style.
- Professional presence in appearance, actions, and personal demeanor.
- High level of integrity.
- Strong work ethic.

Primary Job Responsibilities

- As the leader of La Crosse Promise, you must have the ability to see the larger picture, while skillfully supervising the day-to-day details of the organization.
- Work collaboratively with the Board to set strategic goals, establish policy and enhance the human and financial resources to assure the continued growth and success of La Crosse Promise.
- Serve as liaison to the Board President and Board of Directors as well as the committees that work to support the Promise – Operations, Governance, Finance, Development, Marketing and Future Centers.
- Direct the Futures Center in its mission to connect students and families to all resources necessary to achieve post high school goals and ensure a successful future by fostering a culture where every student believes they can go as far in education as they desire.
- Develop and lead successful fundraising efforts to support the goals of La Crosse Promise.
- Be goal oriented. Develop strategies to accomplish our goals through metrics and services.
- Work in partnership with the city, county, businesses and education to implement initiatives and strategies to support the mission and vision of the organization.
- Represent the Promise to the media and the public and through participation in area groups, organizations and events.
- Manage and lead our internal team, interns and Future Center staff. Clearly communicate roles, responsibilities and expectations within the team. Provide regular performance feedback in order to promote growth and professional development.
- Collaborate and lead marketing initiatives to promote the mission and vision of the Promise and Future Centers.
- Recruit, train, retain and recognize volunteers who support La Crosse Promise including a diverse group of recognized community leaders who serve on the Board or Directors.
- Work with staff, volunteers, and board members to build and maintain positive relationships with stakeholders.

This is a full-time opportunity.

Applications will be accepted until 10/21/2016