



## **EXECUTIVE DIRECTOR**

### **Recruitment Announcement & Position Description**

The Washington Asset Building Coalition (WABC) is seeking an Executive Director. WABC is a 501c3 nonprofit organization that is the leading voice for asset building policy advocacy, innovative action, and capacity building for the network of organizations and local asset building coalitions across Washington State. We are seeking an entrepreneurial individual prepared to take an organization with a large network of dedicated individuals and organizational members into the future. This is a start-up organization with a limited budget that has a great opportunity to grow and expand.

#### **SUMMARY**

Serves as executive director responsible for the overall direction, management and development of the organization. Reports to board of directors. Provides strategic, collaborative and innovative leadership focusing on expanding WABC's resources, influence and results with our partner organizations. Develops and leads WABC initiatives and activities related to our goals. Creates and builds awareness of WABC's role in the community and ensures involvement of its diverse constituencies. Raises funds from existing and new sources. Maintains accountability for the overall operational and fiscal integrity of the organization within the policies set by the Board of Directors.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Provides overall leadership and direction to meet WABC's goals and objectives. Develops business plan. Organizes and helps staff key committees and work teams to enact WABC's business plan. Manages contractor overseeing Bank On Washington initiative. Engages and involves existing members in our work and recruits new members and partners.
- Develops creative strategies and plans for achieving financial goals. Designs and writes funding proposals. Maintains regular communication with funders. Works with the Board and other partners to raise funds from new sources including foundations, corporate and financial institutions, and government.
- Building the skills, capacity, and results of the network of 21 local asset building coalitions. Identify new asset building innovations and facilitate WABC members to implement these tools into local communities across Washington State.
- Oversee and drive WABC's near and long-term policy agenda activities and advocacy.
- Provide administrative and fiscal management. Create and administer annual budget, explore options for administrative cost sharing, and provide overall, financial management for WABC including preparation of monthly financials, audit oversight, and contracting strategies.
- Oversee and strengthen communications and messaging. Build on existing web site. Ensure website is maintained, and its value maximized. Ensure regular communications via e-newsletter and other sources. Develop and carry out a media strategy.

## **DESIRED EDUCATION and EXPERIENCE**

- Bachelor's degree and 5 years of program or executive management experience in the non-profit, private, or public sectors. Experience with significant volunteer leadership roles. A master's degree in a relevant field is desired.
- Proven fundraising and community building results.
- Strong oral and written communication skills. Able to work well with others including diverse community partners and volunteers.
- Demonstrated knowledge and perspective on the asset building field and related low-income and financial services issues. Ability to anticipate trends accurately, and create and implement competitive strategies and plans.
- Strong management skills, particularly in policy development, strategic planning, fiscal management, contract and grant management, and small organization operating systems.

## **DESIRED ATTRIBUTES**

- Passionate and knowledgeable about asset building and its elements.
- Is widely trusted and seen as direct and truthful.
- Excellent people skills and ability to work with diverse populations.
- Proven skills to work independently, be self motivated, and goal-directed.
- Excellent time management skills and ability to multi-task.
- Strong listening, facilitation, informing, written, and presentation skills.
- Strong public speaking skills. Compelling presenter who is seen as a strong yet realistic advocate.
- Ability and availability to travel independently within Washington State. Occasional evening and weekend presentations.
- Demonstrates composure. Can be counted on to hold things together during tough times. A settling influence in a crisis.
- Be an excellent professional role model and mentor for the organization.
- Exhibit flexibility and openness to alternative perspectives and solutions.

**Salary & Benefits:** Negotiable, depending upon qualifications and experience.

**Location:** Negotiable.

## **Application Procedures**

Please email a resume and cover letter explaining your qualifications per the desired experiences and attributes above to: Rebeca Potasnik at [rpotasnik@washingtonabc.org](mailto:rpotasnik@washingtonabc.org)

The Executive Director Search Team will begin reviewing applications October 4, 2011.

## 2012 Work Plan

### Further Organizational Development & Sustainability

- Procure sustainable sources of funding per fund development strategic plan.
- Recruit additional board members to fill assessed gaps in skills, representation, and attributes.

### Build Coalition Capacity and Engage Stakeholders

- Strengthen existing collaborative work and develop new partnerships to embed asset building frame and move initiatives to scale.
- Provide technical assistance and promote best practices among coalition members.
- Hold at least three coalition meetings three times per year and at least one meeting outside of Puget Sound region.
- Organize 4<sup>th</sup> *Building Assets, Strengthening Communities* conference.
- Engage in national asset building initiatives such as CFED's Assets & Opportunity Network.

### Foster Communications to Advance WABC Mission

- Issue press releases to coincide with the launches of Prize-Linked Savings programs and Bank On Washington.
- Create WABC's first annual report highlighting activities and successes.
- Create and distribute quarterly newsletters.
- Maintain website ([www.washingtonabc.org](http://www.washingtonabc.org)) and blog ([www.washingtonabc.org/blog/](http://www.washingtonabc.org/blog/)).

### Mobilize and Organize Coalition Members to Advance Asset Building Policies

- Forward innovative and winnable asset building programs and policies.
- Develop policy agenda in collaboration with coalition members and Policy Team.
- Sustain asset building funding in state budget.
- Strengthen Policy Committee membership.
- Develop fact sheets and related materials to support policy agenda.
- Build policy advocacy skills and leadership among Policy Committee and coalition members.
- Increase the visibility of asset building efforts and successes among local community members and elected officials.

### Embed, Enhance, & Expand Financial Education throughout Local Communities

- Endorse standards for financial education.
- Provide training opportunities for Financial Education Enhancement Team (FEET) members, coalition members, and others.

- Promote Financial Coaching including developing opportunities for continuing education for trained coaches, new trainings, research, agency-wide adoption of methodology.
- Develop and strengthen financial education partnerships, including OSPI for integration into K-12.
- Engage in state and national activities.

### **Promote Innovative Asset Building Strategies with Potential for Scale**

- Develop Bank On Washington initiative in support of local Bank On programs per initiative's business plan.
- Share best practices from Washington State's Build Assets for Fathers & Families (BAFF) demonstration projects.
- Support design and development of Prize-Linked Savings (PLS) program in partnership with Northwest Credit Union Association (NWCUA), credit unions, and local coalitions.
- Support design and development of Children's Savings Account (CSA) pilot in partnership with Washington State Department of Social and Health Services child support and/or foster youth systems.