



- Date Prepared:** August 2009
- Position:** Executive Director
- Reports to:** American School Health Association (ASHA) Board of Directors
- Basic Function:** Directs and supervises all activities of ASHA
- FLSA Status:** Exempt
- Nature and Scope:** The Executive Director administers all activities of ASHA including, but not limited to, implementing programs adopted by the Board, supervising all operations of the national office, and representing ASHA at state and national levels. Please note the ASHA national office will be relocating from Kent, OH to Bethesda, MD in January 2011.

Essential Duties and Accountability Areas

Provides leadership for the National Office that includes:

1. Board Administration and Support — Supports operations and administration of the Board by advising Board members, serving as a liaison between Board and staff, and informing the Board about National Office operations.
2. Strategic Planning — Works with the Board and staff to plan, implement, and evaluate the strategic plan.
3. Resource Development — Oversees the recruitment and maintenance of the organization's membership, fundraising planning, and implementation; including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals, and administrating fundraising records and documentation.
4. Financial, Tax, Risk and Facilities Management — In consultation with the Finance Committee and Board develops a budget to support ASHA activities and effectively manages the organization's fiscal and material resources within those budget guidelines according to current laws and regulations.
5. Advocacy — In consultation with the Advocacy Committee and Board, develops the advocacy agenda for the Association and serves as its representative on advocacy issues affecting the Association.
6. Human Resource Management — Hires, trains, evaluates, and effectively manages the human resources of the organization according to authorized personnel policies and procedures that fully conform to current laws and regulations.
7. Program, Product and Service Delivery — Oversees design, marketing, promotion, delivery, and quality of grants, programs, products and services.
8. Professional Relationships — Serves as ASHA representative/liaison to and fosters collaborative relationships with federal, state, and local organizations, associations, governmental agencies, and other potential partners.
9. Community and Public Relations — Assures the organization and its mission, programs, products, and services are consistently presented in a strong, positive image to stakeholders and the public.

The requirements listed below are representative of the knowledge, skills, and/or abilities required to fulfill the responsibilities of this position.

Minimum/Required Qualifications:

Education:

- Master's degree in Business Administration/Management or related field or Master's degree in a health-related field

Knowledge/Experience:

- Five years of administrative experience, at least three of which shall have been in a supervisory capacity
- Experience providing organizational leadership on the national, regional, state, or local level
- Experience serving as a spokesperson for a national, regional, state, or local organization
- Experience with fiscal and organizational management
- Knowledge of the principles and techniques of grant administration, including contract administration and negotiation
- Knowledge of principles and practices of marketing and public relations

Communication Skills:

- Ability to communicate effectively in both written and oral form
- Ability to write reports and business correspondence
- Ability to use current media technology in communications (e.g. power point, excel, web-based resources, electronic communication, etc.)

Leadership Skills:

- Exhibits critical thinking and problem-solving
- Ability to hire, train, supervise, and evaluate staff
- Ability to plan, direct, coordinate, and evaluate programs, policies, and procedures
- Ability to work with staff, outside groups/organizations, and governmental agencies

Preferred Qualifications:

Education:

- Terminal degree in Health Education, Public Health, Nursing, or related field **and** a Master's degree in Business Administration/Management or related field
- Certified Association Executive (CAE)
- Member of the American Society of Associations Executives

Knowledge/Experience:

- Seven years of increasingly responsible administrative experience, at least five of which shall have been in a supervisory capacity
- Demonstrated experience providing school or public health organizational leadership on the national, regional, state, or local level
- Experience with non-profit fiscal and organizational management
- Experience with grant writing or grant administration, including contract administration and negotiation
- Experience with assessment and evaluation of programming
- Experience with marketing and public relations

Communication Skills:

- Ability to read, analyze, and interpret periodicals, professional journals, financial reports, technical and legal documents, and governmental regulations and procedures
- Ability to write organizational reports, correspondence, policy, and procedural documents

Leadership Skills:

- Experience working with a Board of Directors to effectively manage an organization
- Experience managing a diverse workforce (i.e. telecommuters, flex time employees, job classifications, etc.)

Salary is commensurate with experience and competitive with other similar non-profit professional associations in the Washington, DC area.

All application materials must be submitted electronically as word attachments and must include the following:

- Letter of application
- Resume tailored to the job specifications (not to exceed five pages)
- Contact information for three references

Additional information may be requested at a later date.

All inquiries and application materials should be addressed to:

David C. Wiley, Ph.D.
President, American School Health Association
 davidwiley@txstate.edu
(512) 426-6693

Please note that e-mail is the preferred method of communication.