

Laura Ingalls Wilder Memorial Society, Incorporated.
Position Description

Position: Executive Director
Reports To: The Board of Directors
Employment Status: Full-time position

Position Summary

The Director shall be charged with the general supervision and management of the office and business affairs of the corporation. This individual shall perform the duties assigned by the Board of Directors, shall conduct the correspondence, preserve the records, documents, communications, and maintain an accurate record of the proceedings of the Laura Ingalls Wilder Memorial Society, Incorporated, and the Board meetings. The Director's position includes responsibilities and duties related to but not limited to: providing leadership for the organization, supervising staff, developing controls for financial accountability, promoting the mission of the Laura Ingalls Wilder Memorial Society, Inc. through public relations, developing and carrying out a marketing plan, conducting non-profit fund-raising, managing the collection of archives, and overseeing facility maintenance and security.

Responsibilities

Responsibilities listed below as well as duties assigned by the Board of Directors.

Leadership

- Show a commitment to the Society through a professional appearance and demeanor
- Initiate a positive image of the Society to others
- Serve as a spokesperson for the Society
- Provide leadership to all members of the staff

Marketing & Public Relations:

- Develop and maintains good communication with media, hospitality industry, membership, civic organization and the public through press releases, newsletters, app, website and other mediums
- Develop and implement a marketing plan to carry out the mission of the Society in cooperation with the designated board members
- Utilize visitor feedback for marketing and promotional efforts
- Represent Society interests locally as well as regionally and attends marketing industry conferences, and tourism activities/venues
- Responsible for all advertising in appropriate media, maintain the website, update, edit, order, and distribute brochures each year
- Responsible for interviews with media
- Responsible for all photo sessions to be done in house as well as photo permission requests

Managing Staff

- Hire and conduct seasonal/annual reviews of staff
- Responsible for training of tour guides
- Update and maintain the Tour Guide Information Manual
- Evaluate presentations of tour guides
- Schedule the Office Staff and Tour guides
- Promote a team work environment
- Termination of staff when necessary

Finances

- Maintains the financial records through the use of Clover POS, Intuit POS and QuickBooks
- Responsible for financial deposits, reconciliation, reports, processing and paying monthly bills and payroll, sales tax report, and federal tax report.
- Develop annual budget in cooperation with the designated board members
- Develop controls for financial accountability
- Provide necessary receipts and records to accountant.
- Report financials to the monthly board meeting and annual board meeting
- Conducts non-profit fund-raising to fulfill the mission

Merchandising

- Order, stock, and inventory supplies needed for gift shop
- Create and develop new merchandise for gift shop
- Receive, fill and mail on-line orders

Inventory

- Order and maintain the Gift Shop Inventory;
- Estimate cost of inventory needed and order with approval of Executive Director;
- Set prices for incoming inventory and put away;
- Create new items for Gift Shop sales;
- Have knowledge of inventory computer software;
- Maintain accurate inventory counts in computer; add new, adjust damaged;
- Update and maintain the Inventory page on the Laura Ingalls Wilder Memorial Society web site; update and maintain the Gift Shop inventory flyer;
- Responsible for advertising credit with vendors.

Office Duties

- Answer the phone in a positive and professional manner, “Laura Ingalls Wilder Memorial Society, this is _____.”
- Handle all phone inquiries to the best of your ability and with a positive attitude
- Handle emergency situations: medical or weather
- Provide needed help behind counter during noon hours and heavy sales traffic times
- Process and mail LORE newsletter
- Record mailings on hard copy file card and update computer database
- Access email, process email orders, answer email inquiries
- Process all mail orders in an accurate and professional manner
- Answer letters of inquiry with accurate information in a professional manner

Guide

- Provide accurate and informative tours for the general public and special interest groups;
- The presentation should be made in an interesting and appealing manner
- Assist in opening and closing the houses
- Selling gift shop items and stocking the shelves

Maintenance

- Responsible for overall condition of the property (building and lawns) of the Society in cooperation with the designated board members
- Clean and sweep the buildings each day
- Responsible for allocating a portion of the budget to the designated board members for maintenance

- Responsible for a written condition report once a year for the board to assess
- Responsible for the overall maintenance of furnaces and air conditioners
- Responsible for the overall maintenance of the office equipment
- Responsible for maintaining ground (snow removal and lawn maintenance)
- Hire contractors for maintenance projects
- Hire contractors with board approval for major maintenance projects
- Oversee contractors as projects progress and reports to Board at monthly meetings

Archives and Displays

- Responsible for overseeing the preservation of the Society's collection
- Responsible for acquiring additional artifacts that become available
- Responsible for creating displays of artifacts for visitors to view
- Follow museum practices and policy with the Society Collection
- Maintain accurate records on the Society Collections database
- Actively seek new artifacts for the collection
- Responsible for major preservation projects
- Responsible for the cleaning of the Society's properties.

Education

- Promote, create and present educational programs for the Laura Ingalls Wilder Memorial Society
- Coordinate and perform activities during Laura's birthday week at local elementary school
- Organization and run field school trips each spring

Skills

- Interpersonal abilities
- Conflict resolution
- Organization
- Management
- Decision-making
- Networking
- Financial literacy (QuickBooks)
- Strong verbal and written communication
- Computer/ Technical Literacy: Microsoft Suites (i.e. Word, Access, Excel, Publisher or InDesign, and Photo Shop), website and app development and maintenance

Working Conditions

- Requires frequent walking, standing, sitting, bending, reaching and moderate lifting (exerting/lifting up to 50 pounds occasionally, up to 20 pounds frequently and 10 pounds constantly)
- Requires frequent talking for prolonged periods
- Requires working both outdoors and indoors
- Requires use of personal vehicle during travel to Memorial Society facilities and property and/or local tourist attractions and regional meetings

Qualifications

- Education: Minimum high school diploma/ GED equivalent
- Excellent communication (both written and verbal) and interpersonal skills. This includes the ability to connect with people from diverse racial and socioeconomic backgrounds and inspire others about Laura's legacy. Must be willing to give guided tours of Society's historic buildings.
- Experience managing staff of all ages and work in a face-paced environment.
- Strong planning, strategy, financial, and budgeting skills.
- Knowledge of preserving historic buildings and artifacts is a plus

Compensation

Compensation is commensurate with qualifications and experience.

The salary range for this position is \$35,000 - \$40,000.

Full time employees are given one week of vacation during the first 5 years of employment and two weeks of vacation after 6 years of employment. Also, full time employees are given Christmas thru New Years as additional paid vacation time.

Application Instructions

Please submit the following materials to director@discoverlaura.org with the subject line "Executive Director Application". Send application in one pdf file.

- Cover Letter
- Resume
- Three (3) professional references

Application Deadline is February 15, 2021

No Phone Calls