



EXECUTIVE DIRECTOR JOB DESCRIPTION

The Executive Director (ED), working with and reporting to the Board, is responsible for Historic Rugby's consistent achievement of its mission, strategic goals, and financial objectives. The efficacy of the Executive Director will be measured primarily by the accomplishment of three goals: effective site marketing as evidenced by increased site visitation and event income, increased HRI memberships and dollar value of memberships, and an overall increase in site funding coupled with effective expense control:

- Designing and implementing marketing strategies to promote Historic Rugby among the local and tri-county community, state and national historic preservation and tourism organizations, businesses and chambers of commerce and general public to increase site visitation, event income, corporate sponsorships and memberships to support site educational and commercial operations—Café, Museum Store, Lodging and the Visitor/Interpretative Center.
- Designing, developing and implementing fund raising strategies and programs to build a strong cadre of motivated donors and corporate sponsors in order to dramatically increase giving; increasing the number and dollar amount of grant awards; and developing additional strategies and related activities to support Historic Rugby's current and future financial needs such as planned giving and enhancing the endowment.
- Directing staff efforts in the above fund raising and development areas; providing oversight to the Site Operations Manager who has the responsibility for the day-to-day HRI site operations; and providing accurate and timely reporting of plans, strategies and results to the Board.
- Other Functions Include:
 - Carrying-out plans and activities authorized by the Board of Directors; conducting short/long term strategic planning in coordination with the Board; and keeping the Board fully informed of the condition of Historic Rugby.
 - Serving as the spokesperson for all public relations and public communications efforts of Historic Rugby; maintaining a strong relationship with local, regional and national tourism groups; and representing the programs and point of view of Historic Rugby to organizations, agencies, businesses and general public.

POSITION REQUIREMENTS:

- Bachelor's degree from an accredited college or university and at least five years of job-related experience, or an equivalent combination of education and experience, with increasing leadership and business management responsibility that includes staff development and direction; marketing and fund raising experience and results; proposal/grant writing; and budgeting and financial accounting and reporting.
- Strong computer proficiency in word processing, spreadsheets, web site software and computer accounting software.
- Demonstrated oral and written communication and presentation experience and skills.
- Experience and demonstrated skill in leading, motivating and coaching staff and volunteers in the attainment of organizational goals.