



Minnesota Chapter of the American Society of Landscape Architects

EXECUTIVE DIRECTOR - JOB DESCRIPTION

The Minnesota Chapter of the American Society of Landscape Architects (MASLA) seeks a part-time Executive Director who functions as the chief operating officer of the organization. The Executive Director reports to the President, works closely with the Board of Directors and is responsible for the organization's consistent achievement of its mission and financial objectives.

Specific Duties and Responsibilities Include:

Strategic Leadership

- Actively assist the President and Board in creating and implementing MASLA's short and long-range strategies, successfully implement the mission / values / goals and help the organization make consistent and timely progress.
- Provide leadership and support in developing program, organizational and financial plans with the Board of Directors, and carry out plans and policies authorized by the board to achieve success.
- Develop and manage, with the Board, a strong Public Relations strategy and program to illustrate the relevance, importance, value and impact of Landscape Architecture on the general public, governing bodies, and allied professions.
- Develop and manage, with the Board, an effective membership communications program to help the organization show its relevance and value to all Landscape Architects.
- Maintain a strong relationship with ASLA staff (and other ASLA State Chapters as appropriate).
- Develop strategic alliances with industry groups and stakeholders. This will include the AIA, APA, MNLA, ULI, engineering associations, builders associations, League of MN Cities, Metro Council, etc.
- Help the organization develop and maintain a state and local government affairs effort to support legislation and regulatory matters that arise and impact the profession.
- Through development of sponsorships, programs, and other strategies, grow the financial and membership base of the organization so it may better carry out its mission and goals.
- Develop and maintain reasonable knowledge of significant developments and trends in the field by attending local events, visiting with local professionals, and reading industry magazines, etc.

Executive Administration

- **General Administrative Support Role**
 - Manage all aspects of the organization's administrative requirements as known today and may arise in the future.

- Coordinate, manage, and perform all aspects of daily MASLA office operations including office correspondence, financial controls, equipment management, reception duties, list management, document control, etc.
 - Maintain current and general awareness of organization's activities and condition and see that the President and Board are kept fully informed on the state of the organization and all important factors influencing currently or in the future.
 - Participate and provide support to the board and various committees, all necessary day-to-day issues, communication, public relations, correspondence, reports, etc. as required.
 - Attend and provide direct support at all events held by MASLA, including planning, designing, PR and implementing phases.
 - Events include an annual dinner and awards event, MASLA hosted or co-sponsored continuing education events, the Landscape Architecture Registration Exam (LARE) Review program, the annual golf tournament, MnAIA and MNLA Annual Conference booths, fall BBQ, winter firm open house, and a fall U of MN welcome reception for graduate students at the College of Design.
 - This also includes attending all monthly Board meetings.
 - Coordinate and maintain the accuracy, integrity and security of MASLA's database as provided by ASLA and provide ongoing updates and maintenance of data stored within as required.
 - Includes management of various mailing lists, such as: “_SCAPE,” newsletter, and other needs that may arise.
 - Maintain the accuracy, integrity and security of MASLA's web-site and provide ongoing updates and maintenance as required in an expeditious manner. As required, coordinate the input and activities of outside parties who provide technical IT support to this function.
 - Manage process and implement all aspects related to MASLA event registration.
 - Assist in recruiting volunteers for committees. Provide support and motivation to keep committees on task, meet timely deadlines and implement Board approved actions, etc.
- **Membership Support and Advocacy**
 - Develop programs and incentives for increasing membership. Includes professional members, student members and associated industries members.
 - Help promote active and broad participation by volunteers in all areas of the organization's work.
 - Assist in the development and implementation of continuing education programs for members to earn learning units toward maintaining their state licenses.
 - Develop opportunities and incentives for increasing associated members, industry suppliers and other organizations who share our mission and values to provide financial support to the organization through direct contributions, advertising, sponsorships, scholarships, joint programs, etc.

- **Public Relations and Communications**
 - Manage and implement all PR activities of the organization, including, in particular, all aspects of the strong PR strategy and program developed by you and the board.
 - Assist the President and Board in representing the vision / mission, programs, and policy positions of MASLA and ASLA to agencies, organizations, and the general public.

- **Financial Administrative Support**
 - Maintain sound financial practices.
 - Ensure adequate funds are available to permit the organization to carry out its work.
 - Assist the President and Board in developing an annual budget and see that the organization operates within budget guidelines.
 - Oversee all accounting and finance aspects of the organization. Includes:
 - Check book, credit account(s), and cash management, control and security.
 - Provide monthly reports on budget status, cash flow activities, Accounts Receivable., Accounts Payable, etc. to the Board.
 - Accomplish directly and/or with the assistance of outside professionals 1) the preparation and filing of annual income tax reports, 2) any audit reports and activity, 3) insurance requirements, 4) legal requirements, 5) and any other regulatory requirements on the organization. It is expected that the Executive Director understand MASLA's desire to comply with all federal, state and local regulations that impact its operations.
 - Track committees' and task forces' expenditures and assist them with their financial record keeping and budget constraints.
 - Coordinate with ASLA on matters related to membership, continuing education records, regulatory affairs, lobbying and other matters requiring MASLA involvement.

Qualifications

- Bachelor's degree required.
- Prefer 5 years work experience in similar capacity at an agency, university, corporation or nonprofit organization.
- Experienced at developing and growing partnerships with other organizations.
- Experienced at creating overall strategy and tactics for public relations and membership outreach.
- Experienced at managing budgets, basic accounting skills and knowledge of, or ability to readily learn QuickBooks .
- Excellent writing, presentation, interpersonal and overall communications skills.
- Knowledge of landscape architecture and design a plus.
- Must be a team player, possess strong leadership and organizational skills, be self-sufficient, a self-starter, and be able to manage multiple projects.