

**Job Description: Executive Director
Maine Center for Public Interest Reporting
*The Maine Monitor***

The Executive Director is a part-time (25-30 hrs/wk) position with strategic and operational responsibilities for the Maine Center for Public Interest Reporting (MCPIR).

The Executive Director is responsible for overseeing the administration, programs, fundraising, marketing, community outreach and strategic plan of the organization. The position reports directly to the Board of Directors.

The Role of the Executive Director

1. *Board Relations: Works with board to fulfill the organizational mission.*
 - a. Responsible for leading MCPIR in a manner that supports and guides the organization's mission as defined by the Board of Directors.
 - b. Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and make informed decisions.
2. *Organization Mission and Strategy: Works with the board and staff to ensure that the mission is fulfilled through programs, strategic planning, and community outreach.*
 - a. Responsible for implementation of programs that carry out the MCPIR mission.
 - b. Responsible for strategic planning to ensure the MCPIR can successfully fulfill its Mission into the future.
 - c. Evangelizing and enhancing MCPIR's image by being active in the community and working closely with other professional, civic, and private organizations.
3. *Financial Performance and Viability: Develops resources sufficient to ensure the financial health of the organization.*
 - a. Responsible for individual and major gifts fundraising, primarily through print and digital fundraising campaigns.
 - b. Responsible for grant seeking activities.
 - c. Responsible for building a sustainable corporate giving program and developing other revenues necessary to support MCPIR's mission.
 - d. Responsible for ownership of donor database (Little Green Light), maintaining accurate donor records, and mailing timely donor acknowledgments.
4. *Financial Tracking and Reporting: Tracks organizational income and expenses to ensure the financial health of the organization.*
 - a. Responsible for the fiscal integrity of MCPIR, to include submission to the Board of a proposed annual budget and monthly financial statements which accurately reflect the financial condition of the organization.

- b. Responsible for working with contracted bookkeeper to reconcile monthly accounting and donor records.
 - c. Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.
5. *Organization Operations: Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.*
 - a. HR - Work collaboratively with the Editor on hiring and retention of competent, qualified staff.
 - b. Administrative – Responsible for effective administration of MCPIR operations. Ensures all required policies, reporting and filings to maintain compliance with state agencies, vendors and partners are fulfilled.
 - c. Finance - Responsible for signing all notes, agreements, and other instruments made and entered into and on behalf of the organization.
 - d. IT – Responsible for ensuring the safe, legal, and secure operations of MCPIR’s IT infrastructure. Evaluate emerging technologies and recommend adoption when appropriate.
6. *Organization Growth: With oversight for all marketing and audience development, works aggressively to build key stakeholder groups, generate awareness using multiple communication channels and position MCPIR programs for year-over-year growth.*
 - a. Responsible for setting annual marketing and audience development goals and designing the strategies and tactic necessary to achieve them.
 - b. Identify audience trends and insights to optimize marketing campaigns and to report demographic data when required for foundations and other stakeholders.

Duties and Responsibilities

- Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising, and to increase overall visibility of MCPIR
- Collaborate with MCPIR staff
- Strategic planning and implementation
- Planning and operation of annual budget; provide monthly financial statements and cashflow projections to the Board of Directors
- Serve as MCPIR’s primary spokesperson to the organization’s stakeholders, the media, and the public
- Establish and maintain relationships with various organizations and utilize those relationships to strategically enhance MCPIR’s mission
- Engage in fundraising and developing other revenues by leading MCPIR’s annual campaigns, foundation cultivation and grants seeking, corporate giving, and major donor cultivation efforts
- Oversees marketing and other communications efforts, including:
 - Design/update digital marketing strategy (SEO/SEM, email, social media and display advertising goals and audiences)
 - Evaluate emerging technologies and recommend adoption when appropriate

- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Collaborate with Editor to establish employment and administrative policies and procedures for all functions and for day-to-day operation of MCPIR
- Ensures on-time processing of bi-weekly payroll, including reporting and payment of payroll liabilities
- Serve as a HR resource contact for staff members, managing compliance, responding to complaints, and immediately notifying the board of complaints, anomalies, or changes in status
- Maintain up-to-date, contemporary audience files/databases for multiple uses including program outreach, content distribution, and understanding the needs of our stakeholders
- Maintain clean donor database for donor stewardship and accurate reporting
- Review and approve contracts for services; review and approve AP requests within the approved budget; material variances to be brought to the attention of the board of directors
- Other duties as assigned by the Board of Directors

Qualifications

- A bachelor's degree or the equivalent relevant experience
- Transparent and effective high-integrity leadership
- Five or more years in a position of senior nonprofit management
- Experience and skill in working with a Board of Directors
- High-level strategic thinking and planning
- Ability to envision and convey the organization's strategic future to the staff, board, volunteers, and broader community
- Demonstrated ability to oversee and collaborate with staff
- A history of successfully generating new revenue streams and improving financial results
- Active fundraising experience and excellent donor relations skills and understanding of the funding community
- Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies and volunteers
- Solid organizational abilities, including planning, delegating, program development and task facilitation
- Strong fiscal management skills, including budget preparation, analysis, decision making and reporting
- Comfortable leading and working on an all-remote team
- Strong written and oral communication skills
- Strong public speaking ability
- Strong work ethic and high degree of integrity
- Demonstrated understanding of and commitment to journalism, independent media, democracy, and free speech