**New Jersey Nursery and Landscape Association**

**NJNLA Executive Director Job Description**

**The Executive Director’s primary role will be membership services, recruitment, and retention. In this role it is expected that the Executive Director will visit with current and prospective members, respond to member and prospective member requests for information in a timely manner, and coordinate membership recruitment efforts with chapter leadership.**

**The overall duties and responsibilities include:**

* Oversee the planning and production of communications to the membership including the annual membership directory, and announcements of conferences and meetings.
* Respond to members' inquiries in a timely manner
* Ensure that NJNLA communicates its mission to members, the industry, government officials, and the public. Ensure that staff utilizes NJNLA's mission and goals to guide their work and their communication with members, the industry, government officials, and the public.
* Establish and maintain effective working relationships with the members of the Board of Directors.
* Plan and oversee the management of the Board of Directors meetings, Executive Committee' meetings, and other meetings of NJNLA officers and committees.
* Ensure that the needs of chapter leaders and their members are met.
* Lead NJNLA staff in setting and meeting goals, assessing performance, and developing, improving, and when appropriate, redesigning services. Establish a climate within the headquarters office that fosters empowerment, effective participation as members of a high-­performing team, trust, and commitment to quality among all staff members.
* Assist the Board of directors in the development of the long and short term objective plan and oversee the execution and implementation of this plan.
* Hire, train, and, if necessary, terminate NJNLA employees, keeping the Executive Committee informed of such actions.
* Manage the effective functioning of the headquarters office, making certain that projects are completed in a timely and appropriate manner.
* Develop and manage the annual budget and the association's investments.
* Serve as Administrator for the NJNLA Education Foundation
* Manage financial performance and produce financial statements and reports for the Board.
* Manage the identification and analysis of policy issues.
* Supervise the development and maintenance of the NJNLA web site.
* Oversee membership recruitment and retention activities.
* Provide consultation and assistance to the president in the completion of duties such as appointing committee chairpersons, preparing agendas, representing NJNLA at official meetings, providing information to the membership, and in any other way that facilitates effective leadership during the president's term of office.
* Work with the president and the Board of Directors to develop and provide appropriate orientation of its new leaders.
* Serve as the official representative of NJNLA, along with the President, in dealing with the press, government officials, related organizations, and the public.
* Oversee the public relations and media programs of the association, ensuring that a communications plan is developed and implemented.
* Oversee educational activities including business seminars, specialized segment courses, institutes, etc., ensuring that they are current and relevant to member and industry needs, promoted effectively, and that meeting logistics and registration procedures are handled in a timely manner.
* Oversee and manage the operation of the Winter Meeting and Trade Show.
* Ensure that policies and procedures are developed and implemented for compliance with local, state and federal laws.
* The Executive Director will be responsible for ensuring the integrity of all NJNLA data, the storage of all data including membership information, mailing lists, etc. in the NJNLA Office.