

LACROSSE COMMUNITY PRIDE

EXECUTIVE DIRECTOR

JOB DESCRIPTION

Overview: The Executive Director of LaCrosse Community Pride will be responsible for the overall and day-to-day operations of the organization as it continues its efforts to revitalize the town's business community and focus on the historical uniqueness of Western Whitman County. The director will serve as the conduit that connects the community and beyond with LCP, its board and its mission, local businesses, and the community at large. This work will be done using the identified Washington [Main Street Approach™](#) program dynamics of Leadership, Management, and Execution.

The Executive Director will report to the LCP president and the Board. Focusing on the strategic areas of Economic Vitality, Historical Preservation and Celebration, Board engagement, and Grantsmanship the Executive Director's duties will include, but are not limited to the following:

- Work independently and with the Board to develop and execute the campaigns of the organization.
- Attend board meetings to stay informed of significant activities and programs, and to communicate the same to the public.
- Participate in Washington Main Street and other training opportunities deemed appropriate by the Board.
- Recruit volunteers and promote their participation in LCP's programs and projects.
- Provide management and direction for LCP's part-time employees
- Lead the efforts to offer a bed and breakfast style program at the historical bunkhouses.

Communications and Public Relations

- Serve as a liaison and build relationships with the community and local businesses as well as like organizations around the state and region.
- Promote a positive image of LCP within the community
- Work to enhance the various resources of LCP
- Manage and disseminate information for and from LCP
- Ensure that the Board is kept consistently informed on the status of LCP and those things that may influence it.
- Keep LCP abreast of the community's events.
- Promote LaCrosse as a base for new and growing businesses

Financial

- Seek out and assist in the writing of grant programs that will continue the work of LCP
- Work with the treasurer, accountant, and apartment manager in the day-to-day financial management of the organization.
- Represent LCP with the LaCrosse Business Group.
- Provide the Board with appropriate financials, quarterly.

After the implementation of the position, the Executive Director will work with the Board to revise this job description to better define the expectations and to better serve the needs of LCP as they arise. A performance review will be completed by the LCP president or their designee after three months, and then annually thereafter until such time the Board decides to adjust the evaluation period.