# Executive Director | Position Description

**Reports to:** WASB Board of Directors
**Role:** Chief Executive Officer and primary advisor to the Board

## Position Summary & Goals

- Provide visible, ethical, collaborative, forward-looking leadership that advances WASB's mission, member trust, and effective school board governance.
- Strengthen statewide relationships, advocacy, member responsiveness, organizational alignment, continuous improvement, and long-term sustainability.

## Required Qualifications

- Advanced degree required; doctoral credential preferred (i.e., Ph.D., E.D., and/or J.D.).
- Demonstrated ethical leadership, sound management, strategic planning, effective team leadership, policy development, and responsible resource allocation.
- Extensive knowledge of PK–12 public education, local school board governance, education law and policy, and legislative and political processes, with familiarity of Wisconsin's education landscape desired.
- Commitment to public education, effective communication, public relations, collaboration, customer service, and consensus-building across differing viewpoints while maintaining nonpartisan credibility.

## Board Relations

- Build a transparent, trusting Board–Executive Director partnership through timely communication, strategic alignment, and candid advice.
- Advise the Board; organize and attend Board, committee, advisory, and leadership meetings; serve as ex-officio committee member; maintain official records.
- Implement and evaluate Board-adopted policies, report progress and fiscal trends, and serve as chief administrative officer and official Board agent.

## Organizational Leadership

- Lead association operations and personnel, coordinate departments and major initiatives, and provide direction and resources to the Leadership Team.
- Promote an inclusive, accountable culture, effective delegation, professional development, leadership succession, and evidence-informed decision-making.
- Set annual objectives, evaluate programs and practices, and advance continuous improvement and organizational responsiveness.

## Strategic & Organizational Planning

- Advise on implementation of the strategic plan and align budgets, staffing, professional development, policies, and programs with Board priorities.
- Anticipate member needs, education and legislative developments, and capacity challenges; guide innovation and long-term sustainability.

- Oversee approved reports, surveys, publications, and related outreach.

### Advocacy & Governmental Relations

- Maintain WASB's trusted, nonpartisan advocacy voice on public education and local school board leadership.
- Serve as official association lobbyist consistent with Delegate Assembly resolutions, committee and Board directives, and direction from the Association President.
- Build relationships with legislative bodies, agencies, professional organizations, and counsel; fulfill assigned secretary roles for affiliated associations and insurance-trust.

### Communications & Public Relations

- Communicate clearly and proactively with members, staff, policymakers, the media, and other stakeholders, including complex or controversial issues.
- Direct marketing, media presence, public relations, stakeholder outreach, and communication of association goals, programs, and value.

### Fiscal Management

- Direct fiscal management, custody and disbursement of funds, annual budgeting, budget compliance, and annual audit coordination.
- Ensure prudent fiscal stewardship and operational improvements aligned with strategic priorities.

### Human Resource Management

- Provide strategic leadership-for recruiting, retaining, supervising, evaluating, and developing staff, maintaining clear responsibilities, competitive compensation practices, and an updated employee handbook.
- Oversee staff telework arrangements and work with legal counsel on employment and legal matters.

### Membership Engagement

- Maintain a visible statewide presence and two-way engagement with member districts; use feedback to strengthen member value and services.
- Ensure the continued quality and effectiveness of-presentations, seminars, webinars, digital resources, regional meetings, institutes, conferences, and the annual State Education Convention.
- Guide member communications and the Wisconsin School News publication.

### Leadership Services

- Set the vision for, promote, and expand Board-authorized leadership services that strengthen district leaders and leadership teams.

## Association Operations & Legal Responsibilities

- Oversee Madison and Winneconne offices, facilities, organizational systems, procedures, records, legal compliance, and appropriate use of technology.
- Serve as trustee of the WASB Legal Services Fund and collaborate with counsel as needed.

## Professional Responsibilities & Location

- Travel for WASB business approximately 30% of the time with evening commitments averaging two nights per week.
- Maintain regular onsite presence at the Madison office; candidates should be willing to relocate to the greater Madison area within a mutually agreed-upon timeframe.
- Fulfill bylaws and Board policy obligations, attend required meetings, maintain professional learning and records, and perform other related duties assigned by the Board.

## Personal Attributes

- Approachable, trustworthy, diplomatic, resilient, collaborative, culturally responsive, and skilled in listening, building consensus, and managing sensitive matters.
- Organized, accurate, self-directed, responsive under pressure, committed to confidentiality and strong written and verbal communication.

*This description summarizes principal responsibilities and does not limit other related duties. Requirements may be modified to reasonably accommodate individuals with a disability.*

# POSITION SPECIFIC PHYSICAL DEMANDS & ENVIRONMENTAL FACTORS SHEET

| JobTitle: Executive Director | Issued on: | Revised on: |
|---|---|---|
| **LEVEL OF PHYSICAL DEMAMD** | | |

| | Occasional | Frequent | Consistent | COMMENTS |
|---|---|---|---|---|
| **PHYSICAL** | 0-33% of Time | 34-66% of Time | 67-100% of Time | If applicable, indicate weight factors: Average Weight (Avg) and Maximum Weight (Max). Do not list if mechanical/lifting equipment is used. |
| **ACTIVITY** | (1-100 Repetitions) | (101-500 Repetitions) | (500+Repetitions) | |
| Sitting | | | X | |
| Standing | | | X | |
| Walking | | | X | |
| Lifting | X | | | |
| Carrying | | X | | |
| Twisting | X | | | |
| Climbing | X | | | |
| Reaching | | X | | |
| Kneeling | X | | | |
| Crouching/Squatting | X | | | |
| Crawling | X | | | |
| Pushing | X | | | |
| Pulling | X | | | |
| Repetitive Motion | | | X | |
| Balancing | | X | | |
| PC Monitoring | | | X | |
| Data Entry | | | X | |
| Other | | | | |
| Other | | | | |

Check Environment: ☒ Office Environment ☐ Warehouse/Dock ☒ Driving ☐ Confined Space ☐ Heights
Check Environmental factors: ☐ Temperature Extremes ☐ External Weather Element ☐ Dust ☐ Other: _____