



JOB DESCRIPTION

Position Title: Director of Madison Originals

Location: Madison, WI

Reports To: Madison Originals Board of Directors

FLSA Classification: Part-Time (20-25 hours/week)

Last Updated: July 28, 2021

JOB SUMMARY

The Director is the key management leader of Madison Originals (MO), responsible for overseeing the administration, programs, and strategic plan of the organization.

GENERAL RESPONSIBILITIES

- **Organization Mission & Strategy (40%)**
 - Responsible for implementation of MO's programs inclusive of group gift cards sales, quarterly online sales, events, and education.
 - Responsible for new restaurant recruitment and current membership support.
 - Responsible for strategic planning to ensure that MO can successfully fulfill its mission into the future.
 - Responsible for the enhancement of MO's image by being active and visible in the community and by working closely with the local foodie community.
- **Organization Marketing & Brand Awareness (30%)**
 - Responsible for creating and implementing a marketing plan inclusive of digital and traditional channels, according to available budgetary resources. Organic/unpaid marketing efforts are relied upon heavily.
 - Responsible for providing individual support to each of our members through marketing efforts such as email communication and social media support.
- **Board Governance (20%)**
 - Responsible for leading MO in a manner that supports and guides the organization's mission, as defined by the Board of Directors.
 - 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 to make informed decisions.
- **Financial Performance & Viability (10%)**
 - Responsible for creating revenues necessary to support MO's mission, inclusive of quarterly gift certificate sales, events, and new revenue streams.
 - In cooperation with our accountants, 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.

JOB DUTIES & EXPECTATIONS

- Report to and work closely with the Board of Directors to seek their involvement in policy decisions and revenue/fundraising and to increase the overall visibility of the organization.
- Collaborate with organization membership and community partners.
- Serve as MO's primary spokesperson.
- Create and execute email marketing campaigns, both internally and customer-facing.
- Maintain marketing and social media calendar.
- Maintain a recruitment calendar for both restaurant and associate member perspectives.
- Make website updates as necessary.
- Make regular visits to restaurants to capture photos/stories for digital content, as needed.
- Establish and maintain relationships with various organizations and utilize those relationships to strategically enhance MO's mission.
- Oversee organization of Board and committee meetings.
- Oversee quarterly member meetings.
- Establish administrative policies and procedures for all functions and for the day-to-day operation of the organization.
- Review and approve contracts for services.
- Perform other duties as assigned by the Board of Directors.

This job description describes the general nature and scope of responsibilities. Other duties and responsibilities may be assigned.

EDUCATION & EXPERIENCE

- Bachelor's Degree and/or 5+ years of nonprofit management experience.

KNOWLEDGE, SKILLS, & ABILITIES

- High leadership integrity with demonstrated ability to work with a Board of Directors.
- High level strategic thinking, planning, and business development experience.
- Ability to effectively communicate the organization's mission.
- Strong written and oral communication skills.
- Strong public speaking ability.

WORKING CONDITIONS

- 100% remote work, except travel to member locations (within Dane County and surrounding areas) and events.
- Use standard office equipment (computer, phone, printer, etc.).
- Travel to various locations for business development, meetings, etc.
- Capable of standing and walking throughout the workday.

Madison Originals is an equal-opportunity employer, committed to creating and fostering a diverse working environment. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Interested applicants should please submit resume to info@madisonoriginals.com