

## **BSLA Executive Director Job Description**

The Boston Society of Landscape Architects (BSLA), a 650+ member chapter of the American Society of Landscape Architects (ASLA), seeks an Executive Director to oversee its operations and overall performance and to serve as the key management and administrative leader of BSLA and the BSLA Fund (the BSLA's charitable arm). With an annual budget of approximately \$250,000 the BSLA is a member-centric, volunteer-driven organization dedicated to supporting and promoting the profession of landscape architecture and the critical value of design to the built environment.

BSLA's mission is to support the success of our members through public awareness, recognition, business development, professional development, and member benefits. Recent member survey results from ASLA show very strong satisfaction with the chapter office and current Executive Director who is retiring. The new Executive Director will be building from a strong base with creative growth strongly encouraged.

**The new Executive Director must be a strategic thinker committed to achieving BSLA's mission.**

Reporting directly to the Executive Committee, the Executive Director is responsible for executing the BSLA's strategic plan, the day-to-day operations of the organization, as well as fundraising, marketing, and community outreach efforts. This is a Boston-based consulting position for up to 40 hours/week; the Executive Director will have the ability to work remotely some of the time. Compensation will be commensurate with experience and negotiated with the most qualified candidate.

The Search Committee expects to hold interviews the first week of May with an intended start date of Thursday, June 1, 2017.

### **Submission requirements:**

- Cover letter describing your approach to non-profit leadership
- Resume (two pages, maximum)
- Three professional references

Submissions shall be made as one (1) PDF document no larger than 2MB, received by April 21<sup>st</sup> at 12:00 NOON to:

*Cheri Ruane, ASLA*  
*President*  
*Boston Society of Landscape Architects*  
[president@bslanow.org](mailto:president@bslanow.org)

### **Job responsibilities will include:**

#### **Leadership**

Participate with the Executive Committee (Ex Comm) in shaping the mission and vision, and strategic plans to guide BSLA and oversee the execution of associated strategic objectives.

**Membership**

Lead member renewal follow-up each month and interact with members regularly to promote goodwill and obtain feedback.

**Financial**

Work with the Treasurer on budgetary and financial matters to ensure the fiscal integrity of BSLA.

**Business Partnerships**

Establish and maintain relationships with various organizations throughout the Chapter area and utilize those relationships to strategically enhance BSLA's and BSLA Fund's missions.

**Sales**

Establish and maintain relationships with current and future vendors as our "Partner Sponsors", contributors, advertisers, and patrons.

**Programming**

Monitor the day-to-day delivery of the programs/events of BSLA

Collaborate with the Executive Committee, Path Leaders, and others on the implementation of BSLA's and BSLA Fund's programs that carry out the organizations' missions.

**Communications**

Develop and implement an effective communication and promotion strategy with the appropriate Executive Committee members and Path Leaders in order to promote the profession, the Chapter, its activities (including Awards Program and ASLA Honors), and its members, serve as BSLA's and BSLA Fund's primary point of contact for routine communications from members, allied professional organizations, the general public, and others.

The Executive Director is the initial point of contact and gatekeeper for those communicating with our membership, and the consistent public face of the BSLA. As such, a professional attitude and demeanor are critical to success.

**Operations**

Support elections and ballots. Support the work of standing and/or ad-hoc committees, task forces, and councils, as a non-voting, ex-officio member of each, except where conflicts of interest or confidentiality is required.

**ASLA**

Enhance, gain resources, and leverage relationship with ASLA to further advance BSLA's mission.

**The successful candidate will have demonstrated experience in the following areas:**

- Management or position of responsibility in a growing, multi-dimensional, volunteer-driven, not-for-profit organization
- Fundraising and development
- Program development, ideally within a cultural organization
- Working with individuals and groups with diverse perspectives to build effective partnerships

**Additional qualifications:**

- Bachelor's degree or higher
- Computer skills including Microsoft Office suite, QuickBooks, and graphic software
- Preference will be given to those with a strong knowledge and interest in the practice of landscape architecture and its allied professions, even more so if that knowledge is local.