

THE HERB SOCIETY OF AMERICA, INC.
EXECUTIVE DIRECTOR
Approved October 2004

The executive director ensures the competent management of The Herb Society of America, Inc. by overseeing and directing the organization's operations, implementing board policies, and supporting and achieving The Society's mission and strategic goals through fundraising, planning and implementation. The executive director reports to the Board of Directors and is directly accountable to the HSA board president. The executive director serves as a non-voting member of the Board of Directors.

Responsibilities:

Board Administration and Support

- Implement board policies.
- Support the board's strategic planning activities.
 - Facilitate strategic planning sessions at board meetings.
 - Provide accurate and current information to assist the board in policy development and strategic planning.
 - Develop and meet an annual operational plan that supports the strategic plan.
 - Report regularly to board of directors on progress made toward the strategic plan.
- Provide support for board-related projects and programs.
 - Provide staff to board members and subcommittees when additional project assistance is required.
 - Supervise the creation of The Society's annual report, media releases and special literature in cooperation with appropriate board members or committees.
- Assist the president with planning board meetings.
 - Assist with the preparation of the meeting agenda.
 - Distribute meeting materials on a timely basis.

Financial, Operations and Human Resource Management

- Monitor, oversee and participate in fiscal operations of The Society.
 - Develop annual operating budget, capital and cash flow budgets in conjunction with the treasurer.
 - Operate within defined budget by developing and implementing financial controls.
 - Participate in fiscal planning with appropriate board committees.
 - Administer and evaluate The Society's insurance policies.
 - Develop operating procedures in compliance with local, state and federal laws.
- Direct and coordinate all administrative aspects of The Society with respect to human resource management.
 - Make sound personnel decisions by verifying required job competencies prior to hiring, establishing job descriptions and performance expectations for personnel.
 - Supervise personnel.
 - Recruit, hire, set salaries, discipline and terminate personnel, when necessary.

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- Prepare and utilize personnel policies.
 - Conduct quarterly personnel performance evaluations in a timely and objective manner.
 - Provide professional growth opportunities for personnel via in-house mentoring and/or externally identified programs.
 - Utilize personnel to meet The Society's operational needs by providing support through time, equipment and supplies.
 - Work with professional contract specialists to implement and complete projects as needed or warranted.
- Oversee maintenance of building and grounds according to appropriate codes
 - Conduct periodic inspection of building.
 - Set up schedule for building maintenance.
 - Conduct periodic inspection of grounds for orderliness and maintenance.
 - Set up schedule for grounds maintenance.
 - Arrange for volunteer and contract staff to implement garden design and maintenance.

Fundraising

- Implement and oversee fundraising plans approved by the HSA Board of Directors.
 - Identify resource requirements and funding sources.
 - Establish strategies to approach funders.
 - Submit grant proposals or applications as appropriate.
 - Administer fundraising records and documentation.
 - Report on a regular basis all fundraising plans and actions to development chair and the HSA Board of Directors.

Membership and Community Relations

- Deliver approved membership benefits and suggest enhancements.
 - Promote educational membership benefits in order to strengthen relationships with members and maintain and expand the membership base.
 - Report activities on regular basis to membership chair and the HSA Board of Directors.
- Communicate and interpret The Society's mission, programs, services and strategic plan in a strong, positive image to board, staff, members, community and relevant stakeholders.
 - Participate in such activities as speaking engagements, personal approaches and membership activities, which will enhance the organization's mission and vision and expand interest and support of The Society.
 - Develop and initiate alliances with horticultural organizations, educational institutions and business/corporate entities.

HSA Programs and Resources

- Fulfill program objectives that achieve The Society's mission and strategic plan.

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- Evaluate existing programs and services in cooperation with the Board of Directors.
- Support the development and implementation of educational programs in cooperation with the board.
- Provide operational support for educational programs such as the Annual Educational Conference, district gatherings and symposia.