



Yukon Quest International, Ltd. (Alaska) Executive Director Position Description

Overview

The Executive Director is responsible for overseeing the strategic direction, and business operations of the Yukon Quest® organization within Alaska, including but not limited to, financial management fundraising, sponsorship development and solicitation, media and public relations, marketing, and overall operation of the office.

In addition, the Executive Director is expected to foster strong local, domestic, and international networks with relevant stakeholders, including communication and cooperation with the Canadian Yukon Quest Office through the Yukon Executive Director (YT ED). Expansion of current relations and networks to support fundraising, sponsorships, and media placement are key. The Executive Director is also expected to maintain a global outlook when considering growth opportunities for the Yukon Quest.

This position is full time, year-round. Direct supervision provided by the Board of Directors-Alaska hereinafter referred to as BOD-AK.

Required Skills

- Excellent networking and community building
- Proven leadership capability and experience
- Business acumen and financial management skills, including ability to devise financial strategies for debt reduction and increased fundraising as well as basic knowledge of accounting standards and financial statements
- Public relations and diplomacy skills
- Ability to excite audiences and be a charismatic Yukon Quest Ambassador
- Multi tasking
- Excellent oral and written communication skills
- Non-profit marketing and fundraising track record
- Experience in personnel management
- Computer skills to include Windows® based Office programs and accounting software
- Preferred: experience working with non-profit boards

Qualifications

- Valid Driver's license and ability to provide own local transportation
- Academic degree or equivalent work experience
- Preferred: experience in international relations and public relations
- Ability to travel to Canada or any foreign countries on behalf of the organization is required, including the ability to obtain a valid passport.

Salary Range

- \$50,000 per year (negotiable) DOE



Responsibilities

Financial Management

- Create financial strategy to meet financial requirements
- Identify cost savings and debt reduction measures
- Oversee all accounting, organizational expenses and run the organization in a fiscally responsible manner.
- Ensure and enhance cost-effective use of resources.
- In conjunction with the BOD-AK, develop the annual budget and financial management systems necessary for the efficient running of the organization.
- In conjunction with the BOD-AK Treasurer (or bookkeeper/accountant) ensure financial accountability and compliance as defined in grant contracts and/or by recognized accounting standards (includes review of daily receipts from store and office, receipts and all accounting for special projects and events, deposits, processing and coding purchase orders, payroll, etc.).
- Supervise preparation of accurate and timely financial statements as specified by the BOD-AK including Quarterly Budget to Actual, Variance Report and Year End Financial Statements; work with YT office for combined financial reporting.
- In conjunction with the YT-ED, coordinate shared race expenses, purse contributions and final payout.

Office Management

- Supervise and maintain appropriate support for Yukon Quest International, Ltd. employees and volunteers by means of position descriptions, regular evaluations, delegation of tasks and appropriate communication.
- Recruit, hire, supervise, evaluate and develop all personnel and contractors.
- Create and administer personnel policies.
- Foster open communication with the Yukon staff and Board of Directors through weekly contact with the YT – ED.

Sponsorship

- Develop a sponsorship strategy designed to recruit and retain sponsors., coordinate w/ YT, and prepare for execution by dedicated resource
- Identify potential prospects
- With staff, create and maintain extended network of potential and actual sponsors
- Be available to represent the Yukon Quest International to aid in closing sponsorship opportunities or servicing sponsorship contracts
- Accountable for meeting all sponsorship benefit obligations.
- Continuously assess and oversee the Yukon Quest Sponsorship program in conjunction with the YT – ED.

Marketing, Media and Public Relations

- Continuously look for opportunities to market the Yukon Quest to current and new audiences in Alaska, the US and abroad.
- Coordinate with the YT-ED to advance the strategic branding of the Yukon Quest.
- Represent the Yukon Quest at public functions, including Chamber of Commerce and Rotary meetings, and identify additional possibilities for increased visibility and networking
- Coordinate media contact with Yukon Quest events, paid or news-driven.
- Create and distribute press releases.
- Identify and create public relations opportunities year-round.
- Create and oversee promotional events.



- Assist in the conceptual creation of a fully functioning website and fully utilize the opportunities available on the web.
- Identify speaking opportunities and create and deliver multimedia presentations to small and large groups.
- Represents the organization, ensures public presence in Alaska
- Supervise the production and distribution of all promotional collateral in cooperation with the ED-YT.

Fundraising and Development

- Develop and oversee a diverse and comprehensive fundraising and development program.
- Create the YQI Event Calendar for BOD approval.
- Devise event and fundraising strategy that focuses on high revenue events and maximizes revenue opportunities
- Advise and support the appropriate personnel in the creation and execution of revenue generating events.
- Act as the liaison between fundraisers and/or sponsors on behalf of BOD-AK and any contracted firm or individual.
- Develop and oversee the membership program including quarterly newsletters and other incentives.
- Oversee grant solicitation, execution and reporting in relation to identified needs and special projects.
- Coordinate, as appropriate, sponsor recognition and other thank you and appreciation.

Race Management

- Accountable in conjunction w/ YT ED that all aspects of the race are coordinated and completed to work plan deadlines
- Work with the Race Director to insure all aspects of the race match with the goals and objectives of the Yukon Quest organization and are aligned with our core values and brand elements.
- Troubleshoot as necessary to provide quality control and support the Race Director.
- During race time, represent the organization in decisions with major financial implications

Board of Directors Support

- Serve as the staff liaison for all Board and Committee meetings.
- Attend all regularly scheduled BOD-AK meetings and prepare written activity/progress reports for directors' review prior to scheduled meetings.
- In conjunction with BOD-AK, develop annual and long-term strategic plan w/ corresponding operational schedule that reflects the goals of YQI.
- Assess organizational needs and issues, bring them to the attention of the Board, and make recommendations for addressing them as appropriate.
- In conjunction with BOD-AK, prepare annual report for membership.
- In conjunction with the BOD-AK, assist in Board member recruiting and elections.
- Ensure administrative support of BOD-AK committees, and Contractors as directed by the BOD-AK.
- Respond to all reasonable BOD requests for information in a timely manner.