

Pony Of the Americas Club, Inc.

Chief Executive Officer - CEO

Position Description



ABOUT THE ORGANIZATION

Pony Of the Americas Club, Inc. (POAC) Mission Statement:

- To promote the POAC as an equine breed organization dedicated to the breeding, promotion, education, and welfare of the POA as “The Versatile Family Equine”
- To record and preserve the pedigree information of the Pony Of the Americas Club, Inc. while maintaining the integrity of the breed
- To provide beneficial programs and events for its members that enhance and encourage POA ownership and participation
- To generate growth of membership via marketing, promotion, advertising, and publicity of POAs
- To ensure that POAs are treated humanely, with dignity, respect, and compassion at all times

POSITION

- Reporting to the Board of Directors, the CEO will have daily active management of all activities of the POAC, including overall strategic and operational responsibility for the POAC office, programs, expansion, and execution of its mission.
- The CEO initially will develop knowledge of POAs and the POAC’s core programs and operations.

Leadership and Management:

- Manages the POAC National Office, including staff and purchases/expenditures
- Ensures ongoing program excellence, program evaluation, and consistent quality of finance and administration, fundraising, and communications; recommends timelines and resources needed to achieve strategic goals
- Ensures effective systems to track progress to goals, and regularly evaluates program components, in order to measure successes that can be effectively communicated to the board, funders, our members, and others
- Manages national events including the POAC National Congress, POAC National Convention, and POAC International Futurity. Oversees management of other nationally sponsored shows.
 - Ensures sound management to support the financial stability and programs of the POAC
- Engages and energizes POAC’s volunteers, board, committees, partner organizations, and funders
- Oversees the eligibility of ponies for registration in the POAC
- Enters into contracts on behalf of the POAC; signs checks on POAC bank accounts
- Attends the annual meeting of the membership of the National POAC. Attends meetings of the Board of Directors whenever possible, and reports to the Board on matters of importance to the POAC.
- Carries out all instructions of the Board of Directors

Financial, Planning and Growth:

- Works with the Board of Directors to complete the strategic planning process for the promotion and growth of the POA breed
- Expands national and regional fundraising and revenue-generating activities to support program operations and regional expansion
- Builds partnerships in new markets, establishing relationships with funders and community leaders
- Works with the Board Treasurer to submit financial reports of the POAC to the Board at their meetings. Presents a current financial report of the POAC to the members at each annual meeting.

Communications:

- Deepens and refines communications, from web and social media presence to strengthening external relationships, with the goals of keeping our membership informed and creating a stronger brand
- Serves as a representative of the POAC to communicate program results with an emphasis on the successes of the POA breed at both the regional and national level
- Represents the National POAC and works with recognized breed associations and other organizations in the best interests of the POAC
- Serves as the managing editor of the annual year-end magazine published by the POAC and oversees all other publications of the National POAC

QUALIFICATIONS

- Management experience and the ability to effectively lead an organization and staff
 - Strong marketing, public relations, and fundraising experience with the ability to engage a wide variety of stakeholders
 - Strong written and verbal communications skills; a persuasive and passionate communicator with excellent interpersonal skills
 - Ability to work effectively with diverse groups; values diversity of thought, background, and perspectives
 - Strong understanding of tracking expenses, budgeting, and generating effective financial reports
 - Bachelor's degree or higher in Equine Sciences, Marketing, Business, or another relevant field--or equivalent experience--is desired.
 - Strong organizational skills with attention to detail
 - Strong Microsoft Office skills, including Word, Excel, and PowerPoint. QuickBooks experience a plus.
 - Commitment to the POAC's mission
 - Positive attitude, self-directed, with integrity/ethics, passion, and idealism
 - Past success working with a Board of Directors and the ability to cultivate existing Board relationships
 - Experience with operational strategies that have taken an organization to the next stage of growth is a plus
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