



POSITION TITLE: Executive Director

REPORTING TO: The SOAR Executive Board

THE ORGANIZATION: Shaping Our Appalachian Region (SOAR) <https://www.soar-ky.org/>

LOCATION: Pikeville, KY

SOAR MISSION: SOAR’s mission is to expand job creation, enhance regional opportunity, innovation, and identity, improve the quality of life, and support all those working to achieve these goals in Appalachian Kentucky.

POSITION SCOPE AND RESPONSIBILITIES: The SOAR Executive Director will have overall responsibility for the organizations’ consistent achievement of strategic, operational and financial objectives. She/he reports to the SOAR Executive Board, and is responsible for overall mission execution and achievement, including:

LEADERSHIP

- Work to improve the economic opportunities and the lives of Kentuckians in the SOAR region, while taking advantage of the region’s many positive attributes.
- Develop and implement the SOAR Program of Work, as initially described in the January 13, 2014, *Final Report to the Region* presented to Governor Steve Beshear and Congressman Hal Rogers.
- Provide inspirational, servant leadership to actively engage and guide collaboration across the region’s diverse constituencies, borders, and interests.
- Encourage regional, social, and public entrepreneurship to the “next generation” of Appalachian Kentucky citizens.
- Develop, maintain, and support a strong Executive Board, serve as an *ex officio* member of each SOAR committee, and seek and build continuous Board involvement.
- Promote an accountable and transparent governance structure.
- Provide a system of metrics to support an evidence-based rationale for continuing investments in SOAR’s work.
- Consult and advise the SOAR Executive Board on the development of policies and initiatives.
- Promote active and broad participation by volunteers in all areas of SOAR’s work.
- Maintain a current working knowledge of significant developments and trends in regional practice and policy.

MANAGEMENT

- Oversee strategic direction, ongoing program excellence, and rigorous program evaluation.
- Ensure consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve SOAR strategic goals.
- Oversee annual budget of \$1.3 million with well diversified funding sources including federal, state, and private dollars.
- Work with the Kentucky Cabinet for Economic Development’s KY Innovation office serving 40 counties in eastern Kentucky to support entrepreneurship and startup activity
- Supervise staff of 14, 5 of which work out of regional offices (Ashland, Campton, Corbin, Hazard, and Pikeville)

- Manage www.thereisafuture.org as an outline to shape narrative of the region.
- Establish rules and procedures for staff operations; take action and delegate authority necessary for efficient administration; prescribe the internal organization of the SOAR staff; and assign duties and functions of the staff.
- Be responsible for the recruitment, employment, and/or release of all personnel.
- Develop job descriptions, hold regular performance evaluations, and ensure that sound human resource practices are in place.
- Encourage staff and volunteer development and education, and assist program staff in relating their work to the broader SOAR mission.
- Create and maintain a climate which attracts, keeps, and motivates a diverse staff of quality colleagues, and celebrate their successes.
- Review and make recommendations to the SOAR Executive Board on all plans, projects, and funding requests.
- Develop the annual operating budget and submit it to the SOAR Executive Board and oversee SOAR financial resources.
- Report to the SOAR Executive Board at each meeting on activities and prepare an annual report on SOAR activities to the Executive Board, the Governor of Kentucky, the Kentucky Congressional Delegation, the President of the Kentucky State Senate, and the Speaker of the Kentucky House of Representatives.
- Serve as Secretary of the SOAR Executive Board, ensuring the committee meetings are recorded and minutes maintained; maintain an official repository of committee documents, and assure compliance with all federal, state, and local regulations.

FUNDRAISING, BUDGETING AND FINANCE

- Develop and enhance the diversified, permanent, and leveraged funding framework.
- Expand private and public revenue generating and fundraising activities to support SOAR program operations and regional expansion.
- Be responsible for developing and maintaining sound financial practices.

COMMUNICATION

- Promote and explain SOAR's mission while building a platform for success in the future.
- Deepen and refine all aspects of SOAR communications—from web presence to external relations, with the goal of creating a strong SOAR brand, as a trusted intermediary, working to enhance the success of others.
- Use external presence and relationships to garner new opportunities for SOAR engagement.
- Actively engage and energize SOAR's volunteers, Executive Board members, committees and task forces, partners and donors.
- Publicize SOAR activities, programs, and goals across the region.
- Establish sound working relationships and cooperative arrangements with various regional entities, including governments, community groups, private businesses, and other non-governmental organizations.

PROFESSIONAL EXPERIENCE AND QUALIFICATIONS

- Demonstrated appreciation for the history and heritage of Appalachia, with significant work and/or life experience in the SOAR region.
- Demonstrated competence in regional development policy and/or practice, particularly regional innovation and governance.
- An understanding of economic development in a regional context.
- A proven record of successfully leading, and regionally or nationally scaling an outcomes-based organization and staff.

- Excellence in organizational management, with proven ability to coach staff, manage, develop high performance teams, and set and achieve strategic objectives.
- Upper level management experience in the public, private, or nonprofit sector involving the management of budget and finance, human resources, information technology, as well as government and business relations.
- Successful experience and demonstrated ability to organize diverse groups of people to work together toward a common end and goal.
- An ability to work efficiently in collaboration with diverse groups of people.
- A track record of creativity, versatility, and successful experience in developing and implementing new programs.
- Strong written and verbal communications skills; a persuasive and compassionate communicator with excellent interpersonal and multidisciplinary project capabilities.
- Past success working with a Board of Directors, with the ability to cultivate existing Board Member relationships to maximize involvement and efforts by Board Members.
- An action-oriented, entrepreneurial, flexible, and innovative approach to problem-solving and organizational development.
- Passion, integrity, mission-driven, and self-directed.
- An unwavering commitment to quality programs and data-driven program evaluation.
- Strong marketing, public relations, and fundraising experience, engaging a wide range of stakeholders and cultures.

PERSONAL ATTRIBUTES

- Non-partisanship with the highest of integrity.
- Inspirational servant leadership, in which credit is always given to others, and their success celebrated!
- A vision for Appalachian Kentucky consistent with SOAR's mission, vision, and values.
- Geographically located in the SOAR region or willing to relocate here.

EDUCATION

- A bachelor's degree is required; an advanced degree preferred.
- Business administration, economic development, or regional planning, is preferred, but not essential.
- Business, technical, or other work-related experience may substitute for higher level education.

APPLICATION PROCESS

- Letters of interest must be accompanied by a resume and received by Candy Keeton (ckeeton@kychamber.com) before close of business, August 14, 2020.
- Interviews will be conducted by the Personnel Committee of the SOAR Executive Board. Candidates may be interviewed by the Governor of the Commonwealth and the Congressman of the 5th District.
- A selection is expected by September 30, 2020.