



Our mission at Drennen's Dreams Foundation is to honor Drennen O'Melia's legacy by emphasizing the importance of high safety standards for lifeguards, pool management and aquatics facilities.

**Executive Director, Drennen's Dreams Foundation, Centennial, CO**  
**JOB DESCRIPTION (Effective January 2018)**

**GENERAL PURPOSE OF JOB:**

The Organization's first-ever Executive Director will be responsible for providing strategic direction and effective leadership for Drennen's Dreams Foundation on a local and national level. Define and implement successful strategies for program development, fundraising, marketing and increasing engagement with the mission. Partner with Board members to prepare and execute a comprehensive business plan to accomplish annual fundraising targets and long term strategic objectives for the Foundation.

**EXPERIENCE REQUIRED:** (Including knowledge, special skills, equipment or tools, etc.):

- ☐ Position requires 3+ years of increasing leadership experience with a nonprofit organization.
- ☐ Excellent leadership and administrative skills, high motivation in an independent work environment, and a proven ability to produce results in a timely manner. Should have a proven and successful record of programmatic development
- ☐ Demonstrated ability to set objectives for the fundraising process, and to organize and inspire self and board to meet those objectives. Should have a successful record fundraising responsibility and success
- ☐ Extremely strong interpersonal skills, particularly regarding the judgement, discretion, self-confidence, creativity, confidentiality, patience, and understanding necessary for dealing effectively with an emotionally charged mission and dedicated board. Independence, reliability, accuracy, and expedience in addressing his or her duties. The ability to handle pressure, to meet deadlines, and to do so with a minimum of supervision or instruction.
- ☐ A strong command of verbal and written communication skills required with ability to compose, edit and proof written language and to communicate effectively verbally. Strong organizations skills and the ability to establish priorities essential.
- ☐ Must be willing to work from home; and have dedicated space for focused work activity.

**PREFERED EXPERIENCE:**

- ☐ Familiarity with the Colorado aquatics community
- ☐ Event planning
- ☐ Familiarity with PR and online content creation

**EDUCATIONAL REQUIREMENTS:** Undergraduate degree preferred but will consider proven experience in lieu of education.

**SUPERVISORY RESPONSIBILITIES:** No additional staff at this time – future expansion possible with additional resources.

<u>Essential Functions</u>	<u>Standards of Performance</u>
<p>Provide leadership, management and execution to achieve the Foundation’s strategic goals and to position Drennen’s Dreams Foundation (“DDF”) for future success as well.</p> <p>2018 Goals:            -Reach 20,000 lifeguards with DDF’s key messages            -Reach 5,000 aquatics facility managers with DDF’s key messages            -Increase national visibility of DDF            -Increase local awareness of DDF</p>	<ul style="list-style-type: none"> <li>• Develop and implement annual and long-range plan to address activities related to the Foundation’s primary goals and objectives, with particular focus on revenue generating strategies and building market awareness locally and nationally.</li> <li>• Provide leadership for Drennen’s Dreams Foundation; navigate aquatics community and network effectively to build relationships and working partnerships.</li> <li>• Demonstrate an excellent “can-do” attitude; independent work ethic and self-motivated style of work.</li> <li>• Excellence in meeting deadlines and advance planning; as well as timeliness with follow-through.</li> <li>• Excellence in defining and maintaining priorities in alignment with Board expectations.</li> <li>• Engage and education Board members effectively through clear, ongoing communication.</li> </ul>
<p>Serve as Executive Director in positive, effective manner to be viewed as leader in community</p>	<ul style="list-style-type: none"> <li>• Provide clear objectives and performance measures for the programs; report progress monthly to Board.</li> <li>• Develop and implement written annual plan and budget.</li> <li>• Develop overall strategy to market and secure annual and major gifts from individuals, foundations, corporations and partners (government entities and/or aquatics facilities).</li> <li>• Work collaboratively with Board leadership to advance philanthropy and ensure strategic alignment.</li> </ul>
<p>Cultivate, solicit and steward donors to ensure positive revenue generation from individuals, corporations, foundations, etc.</p>	<ul style="list-style-type: none"> <li>• Develop, implement and track yearly written cultivation, solicitation and stewardship plans and strategies; achieve related metrics; drive partnership with Board in fundraising process.</li> <li>• Maintain timely phone and written contacts and visits with donors and prospects, using these personal contact times to identify, cultivate, and solicit, and to steward these relationships.</li> <li>• Successful solicitations to raise philanthropic support from the local Denver community and nationally as opportunities arise.</li> </ul>
<p>Define and implement effective, multi-channel marketing strategy to increase awareness of DDF</p>	<ul style="list-style-type: none"> <li>• Define multi-channel marketing strategy including traditional, online, and social activities.</li> <li>• Distribute lifeguard/pool safety materials to raise awareness of DDF as effective voice for media and within pool management field.</li> <li>• Analyze and tweak messaging strategies as needed to maximize effectiveness and impact.</li> <li>• Collect and distribute data associated with drowning statistics to reinforce messaging.</li> </ul>
<p>Strategically plan events and engage volunteers to execute events successfully</p>	<ul style="list-style-type: none"> <li>• Plan annual fundraising event (currently 5K run/walk Splash Dash); increase participation and revenue.</li> <li>• Plan donor engagement opportunities effectively; coordinate annual donor dinner event.</li> <li>• Organize and motivate volunteer task force for events; recruit additional volunteers as needed.</li> <li>• Partner with Board to advance philanthropy and community engagement.</li> </ul>
<p>Other duties as assigned.</p>	<ul style="list-style-type: none"> <li>• Special initiatives and projects focused on growth of Drennen’s Dreams Foundation possible. Board approval necessary for additional/significant resource allocation.</li> </ul>

TO APPLY: Email cover letter and resume to [drennendreamsfoundation@gmail.com](mailto:drennendreamsfoundation@gmail.com).