Position Summary

The Executive Director serves as the chief executive officer of the Association and is responsible for implementing the vision and strategic direction established by the Board of Directors. The Executive Director provides leadership for all Association operations, programs, membership services, events, communications, financial management, the AFA Foundation and staff.

Primary Areas of Responsibility

1. **Board Governance & Strategic Leadership**
    - Support board meetings, executive committee meetings, committees and governance processes.
    - Execute the vision and strategic direction of the board.
    - Advise leadership on mission critical emerging industry trends, news and opportunities.
2. **Membership & Stakeholder Engagement**
    - Grow and retain membership. Ensure consistent, high-value member benefits and ROI.
    - Foster relationships with members, Chapters, partners, sponsors and industry stakeholders (e.g. equine-related associations).
3. **Programs, Education & Events**
    - Oversee Association programs, including but not limited to: Certification, Pre-Certification, American Farriers Team, Cultural Exchange, Achievement Awards, Equine Research, Member Services and other resources and educational offerings.
    - Oversee and direct Annual Convention.
    - Ensure new and existing programs align with the Association's mission and strategic goals.
4. **Financial Management**
    - Work with the Finance Committee and Committee Chairs to develop and administer the annual budget.

- Oversee financial operations and ensure sound financial controls and reporting. Provide full financial reports and snapshots monthly (or as requested) to the Treasurer and Executive Committee.
- Cultivate sponsorships, partnerships, and other revenue opportunities. Develop relationships with key sponsors and partners.

5. **Staff Leadership**
    - Recruit, develop, and evaluate staff. Report to Executive Committee if/as necessary on staff issues, concerns and successes.
    - Foster a mission-driven, member-centric, high performing organizational culture.
6. **Communications & Marketing**
    - Oversee branding, publications, digital communications, and public relations.
    - Serve as a spokesperson for the Association when/as necessary.
    - Serve as Chair of standing PR/Marketing committee and advise leadership on internal and external opportunities.
7. **AFA Foundation**
    - Support board meetings and related committee meetings.
    - Support fundraising initiatives as directed by the board.
    - Oversee communications including digital (email, web) and print publications, such as the Annual Report.
    - Build and maintain long term donor relationships.
    - Maintain accurate donor records and contribution tracking.

Qualifications

- Bachelor's degree or commensurate work experience. CAE preferred.
- Significant leadership experience in an association, trade association, nonprofit or comparable member-based organization.
- Demonstrated ability to lead, manage and hold people accountable in a small to mid-size organization.
- Experience working with a Board of Directors, volunteer leaders and committees.

- Financial literacy, including experience with budgets, expense control and financial reporting.
- Demonstrated success building relationships with members, industry partners and sponsors.
- Experience in event management.
- Excellent oral and written communication skills.
- Capable of setting priorities for staff team when multiple demands are present.

Additional Information

- This is a full-time, executive leadership position. The role may be remote or location flexible, but if remote, significant travel should be expected for staff and facility management at Association headquarters, member and Chapter relations, and Association events.

About Us

Representing professional farriers, veterinarians, suppliers and horse owners, the American Farrier's Association is the oldest and largest membership organization for the farrier industry in North America, and the only one with internationally recognized standards of competency through our certification programs. Setting the standard for excellence in hoof care, the AFA provides professional development, certification, leadership, and resources for the benefit of the farrier industry and the welfare of the horse.

www.americanfarriers.org

Dedicated to improving the welfare of the horse through philanthropy, education, and research pertaining to the science of farriery and related industries through support of the mission and programs of the American Farrier's Association.

https://americanfarriersfoundation.org/