Executive Director | Position Description

Reports to: WASB Board of Directors
Role: Chief Executive Officer and primary advisor to the Board

Position Summary & Goals

- Provide visible, ethical, collaborative, forward-looking leadership that advances WASB's mission, member trust, and effective school board governance.
- Strengthen statewide relationships, advocacy, member responsiveness, organizational alignment, continuous improvement, and long-term sustainability.

Required Qualifications

- Advanced degree required; doctoral credential preferred.
- Demonstrated ethical leadership, sound management, strategic planning, effective team leadership, policy development, and responsible resource allocation.
- Extensive knowledge of PK–12 public education, local school board governance, education law and policy, and legislative and political processes, with familiarity of Wisconsin's education landscape desired.
- Commitment to public education, effective communication, public relations, collaboration, customer service, and consensus-building across differing viewpoints while maintaining nonpartisan credibility.

Board Relations

- Build a transparent, trusting Board–Executive Director partnership through timely communication, strategic alignment, and candid advice.
- Advise the Board; organize and attend Board, committee, advisory, and leadership meetings; serve as ex-officio committee member; maintain official records.
- Implement and evaluate Board-adopted policies, report progress and fiscal trends, and serve as chief administrative officer and official Board agent.

Organizational Leadership

- Lead association operations and personnel, coordinate departments and major initiatives, and provide direction and resources to the Leadership Team.
- Promote an inclusive, accountable culture, effective delegation, professional development, leadership succession, and evidence-informed decision-making.
- Set annual objectives, evaluate programs and practices, and advance continuous improvement and organizational responsiveness.

Strategic & Organizational Planning

- Advise on implementation of the strategic plan and align budgets, staffing, professional development, policies, and programs with Board priorities.
- Anticipate member needs, education and legislative developments, and capacity challenges; guide innovation and long-term sustainability.

- Oversee approved reports, surveys, publications, and related outreach.

Advocacy & Governmental Relations

- Maintain WASB's trusted, nonpartisan advocacy voice on public education and local school board leadership.
- Serve as official association lobbyist consistent with Delegate Assembly resolutions, committee and Board directives, and direction from the Association President.
- Build relationships with legislative bodies, agencies, professional organizations, and counsel; fulfill assigned secretary roles for affiliated associations and insurance-trust.

Communications & Public Relations

- Communicate clearly and proactively with members, staff, policymakers, the media, and other stakeholders, including complex or controversial issues.
- Direct marketing, media presence, public relations, stakeholder outreach, and communication of association goals, programs, and value.

Fiscal Management

- Direct fiscal management, custody and disbursement of funds, annual budgeting, budget compliance, and annual audit coordination.
- Ensure prudent fiscal stewardship and operational improvements aligned with strategic priorities.

Human Resource Management

- Provide strategic leadership-for recruiting, retaining, supervising, evaluating, and developing staff, maintaining clear responsibilities, competitive compensation practices, and an updated employee handbook.
- Oversee staff telework arrangements and work with legal counsel on employment and legal matters.

Membership Engagement

- Maintain a visible statewide presence and two-way engagement with member districts; use feedback to strengthen member value and services.
- Ensure the continued quality and effectiveness of-presentations, seminars, webinars, digital resources, regional meetings, institutes, conferences, and the annual State Education Convention.
- Guide member communications and the Wisconsin School News publication.

Leadership Services

- Set the vision for, promote, and expand Board-authorized leadership services that strengthen district leaders and leadership teams.

Association Operations & Legal Responsibilities

- Oversee Madison and Winneconne offices, facilities, organizational systems, procedures, records, legal compliance, and appropriate use of technology.
- Serve as trustee of the WASB Legal Services Fund and collaborate with counsel as needed.

Professional Responsibilities & Location

- Travel for WASB business approximately 30% of the time with evening commitments averaging two nights per week.
- Maintain regular onsite presence at the Madison office; candidates should be willing to relocate to the greater Madison area within a mutually agreed-upon timeframe.
- Fulfill bylaws and Board policy obligations, attend required meetings, maintain professional learning and records, and perform other related duties assigned by the Board.

Personal Attributes

- Approachable, trustworthy, diplomatic, resilient, collaborative, culturally responsive, and skilled in listening, building consensus, and managing sensitive matters.
- Organized, accurate, self-directed, responsive under pressure, committed to confidentiality and strong written and verbal communication.

This description summarizes principal responsibilities and does not limit other related duties. Requirements may be modified to reasonably accommodate individuals with a disability.