



## **JOB DESCRIPTION**

**TITLE:** ASA Executive Director

**REPORTS TO:** ASA President

**SUMMARY:** Under limited supervision, oversees daily activities of the American Sand Association. Responds to any and all inquiries from various sources that involve the recreation activities performed in the Imperial Sand Dunes Recreation Area as they relate to the ASA. Brings to the attention of the ASA Board of Directors, any and all issues of importance that require board review, involvement and direction.

### **DUTIES AND RESPONSIBILITIES:**

- Supports the goals and objectives of the ASA to Inform, Unite, and Mobilize.
- In partnership with the ASA President, develops and maintains a long-range, strategic plan to include fund-raising, financial planning and Board of Directors succession planning.
- Acts as the first point of contact between the ASA and various government agencies involved in the management of the Imperial Sand Dunes.
- Acts as first point of contact between the ASA and current and future supporting businesses. This includes management of business sponsorship payments and renewals, advertising, donations and in lieu contributions. Actively seeks out Raffle Car Title Sponsors.
- Oversees and manages the ASA presence on various social media sites including FaceBook, ASA Website, and other social media sites as they apply to the ASA.
- Identifies and brings to the ASA Board of Directors, any and all issues that pertain to the ASA role of being the premier organization supporting continued off road recreation activities at the Imperial Sand Dunes Recreation Area.
- Coordinates ASA involvement with partner organizations to support access to other OHV areas.
- Maintains a Master Event Calendar, and attends all major events and/or meetings where the ASA presence is deemed necessary as determined by the ASA Board of Directors.
- Prepares for, schedules and conducts monthly ASA Board of Directors meeting and committee meetings where appropriate.
- Oversees and manages ASA staff members
- Oversees and manages the official ASA Newsletter and Endangered Duner Communications.