

## **Executive Director – Outdoor Business Alliance**

**Location:** Western North Carolina (Remote/Home-Based; travel required across 31-county region)

**Position Type:** Full-Time, 3-year Contract (with potential for extension)

**Reports To:** Board of Directors

**Supervises:** Development Coordinator, Regional Chapter Managers (3), Contractors/Consultants

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### **About the Outdoor Business Alliance**

The Outdoor Business Alliance (OBA) of North Carolina is a membership-based nonprofit supporting Western North Carolina's \$4.9B outdoor recreation industry. With 170+ members, including gear manufacturers, outfitters, guides, retailers, nonprofits, and supporting industries, OBA builds a prosperous outdoor business community by cultivating, connecting, and supporting the region's outdoor economy.

OBA is entering an exciting expansion phase to bring more services, events, and support to communities throughout Western North Carolina. With support from an ARC READY to Grow grant, OBA will establish three new chapters in Western North Carolina, each supported by local Regional Managers. The Executive Director will be the primary leader guiding this growth.

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### **Position Summary**

The Executive Director (ED) serves as the chief executive officer of the Outdoor Business Alliance (OBA). This full-time, contract position will lead the organization through a pivotal period of growth and capacity building. The ED will provide strategic and inspirational leadership and consensus building, oversee the development of new regional chapters across Western North Carolina, manage staff and contractors, maintain a regular and detailed communication cadence with the Board Chair and Board of Directors, and ensure OBA's long-term sustainability through partnerships, funding opportunities, grantwriting, community/member engagement, and fulfilling grant requirements.

In addition to leading this expansion, the Executive Director will oversee the day-to-day operations of the nonprofit organization, including administrative functions, bookkeeping oversight, board communications, committee coordination, event planning, and general nonprofit management. The ED will work closely with the North Carolina Outdoor Economy Office to set feasible goals for continued growth, as well as secure grants and other revenue sources to sustain the position and organization beyond the initial three-year grant period.

This is a remote, home-based position; OBA does not maintain a physical office at this time. The Executive Director must be based in Western North Carolina and able to travel regularly throughout the region.

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## **Key Responsibilities**

### **1. Strategic Leadership & Organizational Development**

- Lead OBA's organizational expansion by designing and implementing a sustainable operating model in three new regional chapters.
- Develop and oversee Standard Operating Procedures (SOPs) and governance frameworks for regional chapters.
- Drive strategic planning that balances growth, collaboration, and inclusivity across all businesses and communities served by OBA.
- Model transformational and democratic leadership, inspiring a culture of collaboration, transparency, and shared ownership among staff, board, and members.
- Provide operational leadership for OBA, including administrative functions, bookkeeping oversight, board communications, and general nonprofit management.

### **2. Partnership Building & Advocacy**

- Collaborate with the OBA Board and key partners (e.g., Mountain BizWorks, NC Outdoor Economy Office) to serve the interests of the region's outdoor economy.
- Build and maintain strong relationships with partner organizations, government agencies, and community leaders to leverage opportunities for the region's outdoor industry and ensure the industry's needs are communicated.
- Represent the business community to advocate for policies and initiatives that strengthen the outdoor economy, support outdoor recreation access, and promote healthy public lands.
- Represent OBA at regional and national events, including but not limited to the Outdoor Economy Conferences, Get in Gear Fest, and SOBAN meetings and annual convention.
- Maintain a high level of engagement (ear to the ground) with the national outdoor industry community to help ensure strong brand awareness with key funders/partners (both regional and national) and an understanding of national outdoor economy development trends and best practices.

### **3. Member Engagement & Program Development**

- Champion member engagement through communication, programming, and professional development opportunities.
- Recruit and retain new and existing members, sponsors, and partners to grow the outdoor industry network in WNC.
- Conduct the annual member census; organize and report findings to support regional and national partners and outdoor industry advocacy efforts.
- Support regional managers and committees in producing regularly scheduled facilitated networking events, roundtables, speaker events, and training programs tailored to local needs.
- Foster collaboration and information sharing among outdoor gear manufacturers, retailers, guides, and nonprofits through, for example, round tables, monthly socials, and board meetings.
- Identify opportunities for member companies to increase visibility, sales, and market reach.
- Collaborate with the Board and relevant Board Committees to provide oversight and strategic direction through various marketing channels, including the OBA website, newsletters, and social media. This collaboration will focus on storytelling initiatives that highlight the impact of the outdoor business community and promote the organization.
- Attend and support all monthly board committee meetings.

#### **4. Financial Sustainability & Grant Management**

- Oversee the execution and reporting of any and all current and future grants awarded to the organization, and ensure compliance.
- Work with the Development Coordinator to identify and secure additional funding through sponsorships, grants, and strategic partnerships.
- Expand the organization's financial sustainability through membership growth, strategic partnerships, grants, and exploration of earned-income opportunities. Provide transparent financial oversight and budget management in coordination with the Board Treasurer.
- Collaborate with the Board and Development Coordinator on budgets, grant proposals, and annual fundraising campaigns.
- Present grant progress to the board of directors at monthly board meetings.

#### **5. Board and Team Leadership**

- Collaborate closely with the Board of Directors to uphold strong governance, transparent decision-making, and accountability.
- Supervise and mentor staff, consultants, regional managers, and volunteers, fostering a cohesive team and supporting professional development.
- Maintain regular communication and collaboration with the Board and Board Chair, providing monthly updates, quarterly impact reports, and ongoing reporting on key initiatives.
- Work with the Board Chair to lead and facilitate an annual strategic development retreat.
- Cultivate a positive organizational culture rooted in respect, inclusion, and shared leadership.

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#### **Qualifications and Experience**

##### **Required:**

- Professional experience within the outdoor industry ecosystem, including outdoor recreation, conservation, outdoor business, or outdoor community development.
- Proven leadership experience in nonprofit or organizational leadership, preferably within economic development, outdoor recreation, or community-based networks.
- Demonstrated skill in organizational development, strategic planning, and team management.
- Strong background in fundraising, grant management, and partnership development.
- Excellent communication and interpersonal skills, with the ability to inspire collaboration and trust among diverse stakeholders.
- Commitment to inclusive economic growth and community engagement across rural and underserved regions.
- Strong marketing and outreach background (including familiarity with social media, digital campaigns, and public communications) and ability to lead and direct informational campaigns.
- Skilled in program/event management and community engagement.
- Proficiency in operations, budgeting, and nonprofit compliance.
- Detail-oriented and organized in record keeping, maintaining OBA file networks, keeping shared files and folders accurate and updated.
- Computer software proficiency, including Google Suite.
- Commitment to diversity, equity, and inclusion in all facets of the organization.
- Locally based in Western North Carolina and able to travel throughout the western region of the state and potentially throughout North Carolina as needed. Must possess a valid driver's license and a

functional vehicle.

- Availability to participate in occasional evening and weekend events across WNC.

**Preferred:**

- Experience developing and leading new programs, regional chapters, or organizational expansions.
- Success in managing grant-funded projects, including deliverables tracking and reporting, with familiarity in ARC or other federal grant compliance and reporting requirements.
- Understanding of democratic and transformational leadership principles and collective impact.
- Database or membership software management experience.
- Knowledge of Western North Carolina's outdoor industry landscape.

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**Key Attributes**

- Visionary and collaborative leader who values teamwork over hierarchy.
- Skilled facilitator with the ability to build bridges between businesses, nonprofits, and public agencies.
- Transparent communicator and active listener.
- Results-oriented with strong accountability for outcomes and performance metrics.
- Passion for the outdoors, economic development, and community resilience.

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**Reporting Structure**

The Executive Director reports directly to the Board of Directors of the Outdoor Business Alliance and supervises the Development Coordinator and Regional Managers.

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**Compensation**

- This is a full-time, grant-funded 1099 independent contractor position with a three-year term. Compensation is provided as a fixed annual contract amount, paid in regular installments, and is commensurate with experience, with an anticipated annual range of \$70,000–\$84,000.
- As a 1099 contractor, this position is not eligible for employer-sponsored benefits, including health insurance, retirement contributions, or paid time off. However, OBA recognizes the importance of rest and sustainability in leadership roles. The Executive Director is expected to manage their workload and schedule to allow for reasonable personal time off, while ensuring continuity of organizational operations and fulfillment of the position's scope of work.
- The scope of work includes additional designated funds for approved travel expenses and reimbursement for select work-related supplies (e.g., computer equipment, printing, mailing).
- This position may transition to a W-2 employee role with benefits in the future, contingent upon additional funding and organizational needs.

**How to Apply:** Please submit a resume, cover letter, and three references to [jobs@outdoorbusinessalliance.org](mailto:jobs@outdoorbusinessalliance.org). Applications will be accepted until the position is filled.