



Executive Director

Reports To: Alliance Board of Directors

Status: Full-time, Exempt, Salaried

Location: Home-based; must reside within the Alliance service area (Northwest North Carolina); Office will be established in Lenoir NC

Compensation: \$70,000 – \$80,000 annually, commensurate with experience

Benefits: 401(k); Health, Dental, Vision, Long Term Disability coverages; PTO and Holidays

Organization Overview

The Northwest North Carolina Mountain Bike Alliance (Alliance) is a volunteer-led, non-profit 501(c)(3) organization and chapter of the Southern Off-Road Bicycle Association (SORBA). Our mission is dedicated to increasing access to the social, physical, and mental benefits of mountain biking in the Northwest North Carolina region. We are committed to advocating for, building, and stewarding well-planned, accessible, and progressive trail systems for riders of all abilities and backgrounds. The Executive Director (ED) is the organization's chief executive officer, responsible for overseeing the administration, programs, and strategic plan of the Alliance.

Key Responsibilities

The Executive Director focuses on organizational sustainability, external relationships, and strategic leadership, while working in partnership with the Board, staff, and volunteers to support program delivery.

1. Fundraising and Development

- **Revenue Strategy:** Lead comprehensive strategies to secure major gifts, corporate sponsorships, and individual donations.
- **Grant Management:** Oversee grant strategy. Manage and administer awarded grants, ensuring all reporting compliance.
- **Donor Relations:** Develop, maintain, and enhance positive relationships with current and prospective donors, members, business partners, and organizational allies.
- **Membership Growth:** Support membership growth and retention efforts in

collaboration with the Board and volunteers.

- **Fundraising Collaboration:** Innovate and actively manage development and revenue-generating initiatives, directing the Board's involvement to maximize donor outreach and organizational growth.

2. Partnerships and Advocacy

- **Chief Spokesperson:** Serve as the primary spokesperson for the Alliance, representing the interests of mountain bikers and promoting responsible trail use throughout the region.
- **Relationship Management:** Cultivate and maintain positive partnerships with SORBA and its Chapters, land managers, municipalities, organizational partners, and private landowners to secure support for trail initiatives.
- **Policy Support:** Support advocacy efforts related to trails, conservation, and access to non-motorized trails.
- **Community Image:** Proactively foster a positive public outlook regarding trails and mountain biking within the community.

3. Community Outreach and Volunteer Management

- **Volunteer Programs:** Support the volunteer base by coordinating trail work days, maintenance efforts, and other community-building activities.
- **Events:** Support mission-aligned events including general membership meetings, social rides, and fundraisers.
- **Education:** Promote trail education, including trail closures, Leave No Trace principles, and proper trail etiquette.

4. Communications and Marketing

- **Brand Management:** Strengthen the brand identity and presence of the Alliance.
- **External Communications:** Ensure consistency for external communications, including website, newsletters, social media, and news outlets.

5. Board Governance and Strategic Leadership

- **Strategy Implementation:** Work with the Board to develop and execute a strategic plan that drives organizational growth and fulfills the mission.
- **Board Support:** Provide regular updates and support informed decision making by the Board.
- **Board Maintenance:** Assist with board development and engagement.
- **SORBA Alignment:** Represent the Alliance at biannual SORBA Summits to ensure regional alignment and collaboration.

6. Administration and Financial Management

- **Financial Oversight:** Collaborate with the organization's accountant to manage insurance, tax reporting, and general administrative items.
- **Budget Management:** Support budget development in collaboration with the Board Treasurer, ensuring the organization meets financial and fundraising goals.
- **Operations:** Maintain administrative policies, approve contracts for services, and oversee physical assets.
- **Personnel Management:** In collaboration with the Board of Directors, facilitate the recruitment, hiring, and performance evaluation of Alliance staff, including the Trail Specialists; provide direct day-to-day supervision of all employees and contractors.

7. U.S. Forest Service/National Forest Foundation Grant Management (5 year Program)

- **Program Leadership:** Manage the Grandfather District (Pisgah National Forest) trail improvement program. With USFS staff, establish trail priorities including reroutes and new trail sections.
- **Fiscal Tracking:** Oversee the budget, forecast, recording and report spending, of work completed by staff and contractors, volunteer hours and other matching components.
- **Resource Management:** Provide oversight of the systems for tracking volunteer contributions and match requirements.
- **Personnel Oversight:** Plan and Direct the activities of paid and contract employees doing work in the National Forest.
- **Project Coordination:** Coordinate with the Alliance Board on contractor led activities and projects. Coordinate with other USFS partners for most effective project implementation.
- **Administration:** Oversee contract management and grant administration. Act as primary contract work inspector for USFS trails.

First Year Priorities

- **Diversify Funding:** Strengthen and diversify revenue streams.
- **Partnership Development:** Build key relationships with land managers and regional partners.
- **Grant Management:** Establish effective systems to support grant-funded trail programs.
- **Community and Membership Growth:** Support growth in membership and community engagement.

Qualifications and Requirements

Preferred Professional Qualifications

- Bachelor's degree or equivalent experience; non-profit management, business

administration, or outdoor recreation preferred.

- Three (3) or more years of non-profit experience, including financial management, grant writing, and working with or managing a governing Board of Directors.
- Demonstrated success in fundraising, development, and securing major donations or grants.
- Strong organizational abilities, including planning, delegating, program development, and task facilitation.
- Exceptional written and verbal communication skills, including public speaking and the ability to engage diverse groups of stakeholders and cultures.
- Proficiency in current social media platforms, website management, and external communications best practices.
- Demonstrated success in leadership through recruiting, hiring, people development, role and task management.
- Local Knowledge: Familiarity with the trails, regional landscape, and land management agencies within the Alliance service area is preferred.

Essential Requirements

- **Passion:** Passion for mountain biking, outdoor recreation, conservation, and environmental stewardship.
- **Physical Ability:** Ability to ride, hike, or walk to access and navigate the trails serviced by the Alliance. Ability to perform light trail hand work to participate in Alliance field events.
- **Flexibility:** Ability to maintain a flexible work schedule, including working evenings and weekends as required for events, trail workdays, and Board meetings. Ability to access, assess, and spend extended time on remote trail systems and project sites as part of regular job duties.
- **Travel:** Ability to travel regionally as needed.

How to Apply

- Submit a cover letter, resume, and three professional references as a single PDF named 'Lastname_ED.pdf' to jobs@ridenwnctrails.com by May 31, 2026. Please reference the job title in the subject line of your email.

Alliance and SORBA are equal opportunity employers.