The California WIC Association is a non-profit organization formed by directors of local WIC agencies. CWA represents all parties interested in support of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), with a mission to lead California communities to nourish, educate and support families in building a healthy future.

The Executive Director will work under the direction of the Board of Directors. This exempt position is full time (40 hours per week). The Director is responsible for overall organization management including leadership, strategic planning, development and management of funds and resources, Board of Directors relations, budget/finance, hiring and supervision of staff, public relations, communication and development planning. The Director acts as chief agency spokesperson to government agencies, community organizations and the public.

**Board Development (5%)**
Responsible for maintenance and coordination of a full and diverse complement of Board Members as called for in the Association By-Laws. Specifically, the Director's duties include, but are not limited to:
- Coordinate board member election or selection.
- Schedule, prepare reports and materials for, and participate in CWA Board meetings, retreats, and trainings.
- Maintain appropriate files of Board Meeting minutes and maintain communication with Board leadership and general membership between meetings.
- Orient and train new Board members.

**Financial Management (5%)**
Under Board guidance, work with the Administrator, and contracted fiscal staff to maintain appropriate financial reporting and budgeting practices and standards that ensure the fiscal health of the Association and the proper use of its resources.

**Funds Development (30%)**
Responsible for developing and maintaining partnerships and funding sources in the public and private sectors to fund programs and operations that benefit CWA members, the WIC community, and the population it serves. Specifically,
- Research and pursue potential funding, maintain relationships with sustaining funders.
- Draft and submit funding correspondence, grant proposals and budgets.
- Insure timely and complete grant or contract reporting, fiscal accountability, and program implementation and evaluation.

**Program Development and Management (30%)**
Responsible for developing projects and programs to support the organization’s mission and its members.
- Supervise and lead implementation of funded projects and programs.
- Develop and disseminate/submit requests for proposals, workplans, and timelines for projects funded.
- Provide timely and effective fiscal and program grant accountability and reporting.
- Develop initiatives, identify partners and form collaboratives, work with state and local agency WIC staff, other state programs, and stakeholders.

**Training and Education Program Management (10%)**
Oversee and review the efforts to plan, implement and evaluate professional education conferences and events for WIC staff and interested partners. Specifically providing oversight of event fiscal controls, meeting facilities and consultant contracts, planning and logistical support to staff, consultants, and planning committees. Details include, but are not limited to:
- Theme, agenda, speakers, and provide general oversight of conference and event issues.
- Conference/training event budgets, track control expenses, and report profits/losses for each event.
- Negotiate, execute, and monitor consulting, facilities, and event planning contracts.

**Administrative and Legislative Advocacy (10%)**
Work with CWA staff and contract lobbyist to carry out yearly state and federal advocacy issues based on policy guidance shared with and in agreement by the Board. Support CWA staff in:
- Contacting legislative staff, drafting legislative proposals and preparing support and opposition letters on bills and budget items.
- Supervise preparation of support material for CWA public issues education.
- Preparing Board members and others for legislative visits and testimony.
- Make calls and Capitol visits and field questions from stakeholders and from legislative staff on specific bills and budget items.
- Plan, implement, and evaluate public issues education events for legislative staff in Washington and Sacramento, including preparation of briefing papers and packets.
- Attend relevant state and federal agency meetings as a CWA representative.

**Communications and Marketing (10%)**
Supervise the implementation of strong communications and collaboration strategies within the California WIC Community and partners, including:
- Messaging and content for CWA website, newsletters, discussion platforms, meetings, and news and social media.
- Identify opportunities for engagement with partners in the non-profit and corporate sectors.
- Disseminate organization projects, programs, and achievements.

**Required Skills and Experience**
- A minimum of 5-7 years of experience in senior management of a public health related organization including financial and supervisory management.
- RDN and WIC experience
- Proven experience in writing and submitting grant proposals and overseeing funded projects and programs.
- Exceptional communication skills with the ability to effectively communicate to a wide range of groups.
- Excellent problem solving, project coordination, and organizational skills.