



WINN FELINE FOUNDATION

For the Health and Well-being of All Cats

637 Wyckoff Ave., Suite 336, Wyckoff, NJ 07481 • www.winnfelinefoundation.org
Toll Free 888-9MEOWIN (888-963-6946) • Local Phone 201-275-0624 • Fax 877-933-0939

JOB DESCRIPTION: EXECUTIVE DIRECTOR, WINN FELINE FOUNDATION

Winn Feline Foundation (www.winnfelinefoundation.org) is a 50-year-old international 501(c)(3) non-profit organization whose mission is to promote the health of cats by funding feline specific health research and education. Known as the preeminent leader in its field, Winn has funded over \$7 million to date in health studies at more than 30 partner institutions worldwide. Winn produces webinars on feline health topics for veterinarians, technicians, breeders and cat owners, as well as co-sponsoring international veterinary conferences. Winn shares information via website articles, podcasts, videos, blogs and newsletters and research links.

Winn has strategically identified opportunities for exponential growth by targeting the ever-growing cat-owning public, which is approaching 80 million new potential supporters. Currently underway is a comprehensive rebranding effort. A national marketing campaign is actively in development with a national marketing firm, including a completely redesigned UX-compliant website. The Executive Director will be responsible for hiring competent, experienced development/marketing staff to assist in this endeavor.

This is a once-in-a-lifetime opportunity for the right candidate to direct and implement the total rebranding of a long-established organization with the full support of the Board of Directors. Further, Winn is committed to universal equality through intentional inclusion and diversity. Any applicant with the vision, determination, and dedication to effect change and truly leave their mark should apply.

SUMMARY

The Executive Director provides leadership and is a spokesperson within the realm of feline health. They are responsible for the organization's consistent and overall achievement of its mission, goals and financial objectives, including strategic planning, staff development, communications, and fundraising and board governance. Additionally, the Executive Director works closely with the Board, assisting in the development of plans and policies to enhance our mission. They will further oversee and coordinate rebranding of the organization to target new audiences, including the cat owning public. Familiarity with rebranding and national marketing campaigns is highly desired.

CLASSIFICATION

Full-time, exempt – Work from Home or Remote Office

SUPERVISOR

Winn's Governance Committee



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DUTIES AND RESPONSIBILITIES

- 1) **Board Governance**: Works closely with the Governance Committee and Board of Directors in order to fulfill the organization's mission.
 - Communicates effectively with the Board and provides all information necessary for the Board to function properly and to make informed decisions in a timely and accurate manner.
 - Provides leadership in developing program, organizational and financial plans with the appropriate committees, Board and staff, and carries out plans and policies authorized by the Board.
 - Assures that the Foundation has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress.
 - Maintains a working knowledge of significant developments and trends in the animal health field.
 - Provides activity reports to the Governance Committee for board meetings.
 - 2) **Financial Performance and Viability**: Manages resources to ensure the financial health of the Foundation.
 - Develops and maintains sound financial practices.
 - Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the Foundation in a positive financial position.
 - 3) **Foundation Operations**: Oversees and identifies suitable resources to ensure that the operations of the Foundation are proper and appropriate.
 - Oversees daily operations, providing executive direction of all program strategy, compliance, quality assurance and program efficiency.
 - Maintains a workplace that attracts, retains and motivates a diverse, professional, top-achieving staff.
 - Ensures that job descriptions are developed, that regular performance evaluations are held, and that sound human resource practices are in place.
 - 4) **Foundation Communication**: Oversees communication with Board, Members and stakeholders.
 - Publicizes the activities of the Foundation, its programs and goals.
 - Establishes sound working relationships with stakeholder groups and organizations.
 - Represents the programs and point of view of the organization to agencies, organizations, and the public.
 - Serves as articulate and knowledgeable spokesperson to educate the public, veterinary, and cat fancier communities regarding the mission, programs and activities of the organization.
 - 5) **Development and Fundraising**: Plans and oversees aspects of the Foundation's development efforts by working closely with the development staff, Development Committee, and Board members.
 - Develops and implements major gifts program on a national level.
 - Promotes fundraising strategies including efforts to increase funding from current and past donors.
 - Expands funding from newly identified prospects, including the cat-owning public.
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- Secures corporate sponsorships for exhibitions and events, as necessary.
- Coordinates annual and special appeal efforts.

MINIMUM JOB REQUIREMENTS

- Five to seven years of proven successful executive director experience with a national organization
- Mission driven toward animal health issues is a must
- Passion for cats and feline health issues highly desired
- Bachelor's Degree or greater in related field
- Experience in implementing a successful strategic plan is a must
- Excellent public speaking skills
- Excellent verbal and written communication skills, especially in social media
- Ability to interact with a variety of constituencies including high level donors, volunteers, etc.
- Ability to work as a member of a team and contribute to the creative nature of the organization
- Must be detail oriented with exceptional follow-through
- Experience with a variety of software programs including Microsoft Office and Network for Good
- Ability to work independently from a remote office
- Willingness and ability to travel to attend national events and programs and board meetings
- Strong time-management, project management skills

To apply for this position, please go to www.nppn.co.

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The Winn Feline Foundation is a non-profit organization [501(c)(3)] established by The Cat Fancier's Association.

Member Combined Federal Campaign #10321
