



**American Parkinson Disease Association**  
**Executive Director, Massachusetts Chapter**  
Boston, MA

APDA's Mission

*Every day, the American Parkinson Disease Association (APDA) provides the support, education, and research that will help everyone impacted by Parkinson's disease (PD) live life to the fullest.*

APDA is the largest grassroots network dedicated to fighting PD and works tirelessly to help the approximately one million with PD in the United States live life to the fullest in the face of this chronic, neurological disorder. Founded in 1961, APDA has raised and invested more than \$185 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of PD and ultimately put an end to this disease. This work is made possible through a nationwide network of Chapters and Information & Referral (I&R) Centers, as well as a national Research Program and eight APDA Centers for Advanced Research.

The organization's 2019-2021 Strategic Plan outlines ambitious targets, including:

- Delivering evidence-based, community-focused programs and services to those impacted by PD, with increased engagement with diverse populations.
- Advancing research efforts through awareness campaigns, advocacy and collaboration, and increased funding.
- Increasing awareness initiatives to educate the public about Parkinson's Disease as a major health issue and promote APDA as a leading subject matter expert.
- Expanding APDA's fundraising campaigns to ensure a diverse and sustainable revenue mix.

Based in Boston with a branch in Cape Cod, the Massachusetts Chapter is one of APDA's most well-established chapters and is well poised for explosive growth. It provides an array of dynamic programs and services, has an annual revenue budget of \$400-500k, approximately 50% of which is currently raised through events including a successful Optimism Walk. The chapter works in very close partnership with APDA's four additional assets in the market, including an Information and Referral Center, two Advanced Centers for Research, and the National Rehabilitation Resource Center. The Massachusetts Chapter seeks its first Executive Director (ED) to lead its team to achieve continued growth and champion efforts in the region.

### **The Role**

Working in conjunction with the chapter's Board of Directors and reporting to the Senior Vice President of Chapter Development and Field Operations, the Executive Director (ED) provides strategic leadership in the chapter's chartered territory and is responsible for enhancing mission delivery, generating revenue, and maximizing community presence. The ED manages human and financial resources and leads volunteers, staff and stakeholders in their efforts to realize APDA's mission. The ED will accomplish this through the development, implementation and evaluation of chapter programs and services, events and

operations, and will ensure efficient functioning and sustainable growth. The ideal candidate is familiar with the local culture, geography and regional philanthropic community, has non-profit management experience and proven fundraising skills.

### **Primary Responsibilities**

- Provides leadership, direction, management and training for chapter volunteers and staff in the development and implementation of the approved Annual Plan and Budget.
- Provides leadership for the cultivation of relationships with local spheres of influence including media, clinical, corporate, educational and political leadership.
- Provides inspired and motivational leadership to the staff and volunteers while encouraging and promoting growth.
- Serves as the primary liaison to the chapter's Board of Directors and works with the Board Development Committee to identify, cultivate, recruit and train successor leadership to the chapter board.

### **Fundraising and Marketing**

- Establishes an annual fundraising strategy that represents broad opportunities for donor prospecting, cultivation, acquisition, retention and growth.
- In coordination with staff, responsible for executing all fundraising including events, grants, corporate support, and major gifts to achieve the chapter's annual fundraising target.
- Directs the meaningful involvement of volunteers in fundraising.
- Develops appropriate strategies to ensure income diversity, stability and growth.
- Creates and implements a marketing strategy to improve APDA's brand recognition in the chapter's territory.

### **Community Development and Public Outreach**

- Provides the leadership, management and support for the development and execution of mission-driven programs.
- Serves as the primary staff spokesperson to promote the understanding of APDA's mission and presence in the chapter market areas.
- Cultivates productive relationships with the media and other related groups including professional, educational and political leadership.

### **Finance and Administration**

- Accountable for the development and management of the annual budget, administration of chapter accounting policies and preparation of reports, chapter records and other needed documentation.
- Approves all contracts and purchases in accordance with APDA's policies and/or practices.
- Performs personnel management functions in accordance with APDA policies and procedures, including performance management, training, supervision and hiring/termination.

- Interprets and administers the personnel policies and procedures of APDA.
- Ensures confidentiality and security of all information under supervision.

### **Liaison with APDA's Home Office (National Headquarters)**

- Represents the best interests, professionalism and integrity of APDA in all activities and relationships through a unified message of APDA's mission and a commitment to organizational standards.
- Provides leadership and ensures a strong working relationship between the chapter and Home Office.
- Ensures that the policies adopted by the APDA Home Office are followed by employees and volunteers.
- Represents APDA at designated functions.

### **Qualifications**

- 7-10 years of progressively responsible related experience with a minimum of four years in a supervisory capacity.
- Bachelor's Degree or equivalent; Master's Degree preferred.
- Knowledge and skill in nonprofit management with emphasis on proven fundraising.
- Proficiency in fiscal management.
- Ability to leverage relationships and negotiate agreements.
- Skilled in exercising sound judgment and must possess good analytical skills.
- Excellent oral and written communication skills.
- Proven supervisory, leadership and team building skills.
- Training and/or experience in community development and strategic planning.
- Ability in volunteer recruitment and development.
- Experience with field-based organizations and distance management is preferred.

### **Related Skills and Knowledge**

- Focused development, sales and marketing experience with emphasis on customer relationship building. Experience with moves management processes, and knowledge of social media and direct marketing preferred.
- Excellent communication and interpersonal skills, and a demonstrated ability to build relationships with all levels of volunteers and staff.
- Ability to establish performance metrics and indicators to measure success.
- Excellent planning, budgeting and evaluation skills.
- Ability to work effectively both independently and in a team environment.
- Proven leadership and management skills in fundraising organizations.
- Demonstrated problem-solving and decision making skills, and the ability to work well under pressure.

- Willingness and ability to travel as required to perform the job.
- Computer proficiency in MS Office/Outlook and user fluency in fundraising databases and web based platforms such as Quick Books Pro, DonorPerfect, and Donor Drive.

Learn more about APDA at [www.apdaparkinson.org](http://www.apdaparkinson.org)

This position description is based upon material provided by the American Parkinson Disease Association, an equal opportunity employer.

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