



**DEVELOPING CHAMPIONS FOR LIFE!**

## **Executive Director**

Loudoun Soccer seeks an Executive Director (ED) to serve as the managerial lead of the organization. The Executive Director, along with the Board of Directors and the Technical Director, is responsible for developing the Club's strategic imperatives and operational/tactical execution plan to achieve those objectives. The ED must engage with local county leadership to ensure understanding of the need for county field allocation and field improvements; and with local company leaders to gain support for Club sponsorships and fundraising campaigns. The Executive Director oversees daily operations of the Club; is responsible for working with the Finance Director for the overall financial health of the organization; and with the Technical Director to assure a commitment to leading and directing staff who coach all soccer programs (3 to 19 youth, all levels of play; adult leagues; camps and clinics); and the operational staff who administer those programs. The ED is also responsible for overseeing the operations of Loudoun Soccer Park, in conjunction with the Park Manager, which houses the Loudoun Soccer offices, two turf fields and one grass field, and a concession stand. This facility will be expanded over the coming years to include an additional turf field and indoor sports complex. The ED reports to the Board of Directors, comprised of seven members, four of those serve on an Executive Committee.

**To apply for this position please send a resume to Loudoun Soccer, 19798 Sycolin Road, Leesburg, VA 20175 or via email to [EDcandidates@LoudounSoccer.com](mailto:EDcandidates@LoudounSoccer.com). All applicants must apply prior to October 27<sup>th</sup> at noon. Please include minimum compensation requirements in your application.**

### **Loudoun Soccer:**

Loudoun Soccer's mission is to create soccer players, coaches, and teams of strong character, committed to achievement on the field and in the community.

Loudoun Soccer, established in 1978, is an independent 501(c)(3) Non-Profit organization that provides recreational and travel soccer programs to the Loudoun County community. Loudoun Soccer's office is located on Sycolin Road in Leesburg; all members of the Operations and Technical staff work at the office location.



## **DEVELOPING CHAMPIONS FOR LIFE!**

Starting as a volunteer organization, Loudoun Soccer has grown to become the largest soccer club in the state of Virginia with over 16,000 players from ages 3 to 19 registered annually with over 30 programs for these players. These programs include:

- Recreational Soccer
  - Mini Soccer Program
  - Rec One, Rec Two, Challenge Programs, Suburban Friendship League
  - TOPS
  - U8 Academy
  - Camps and Clinics for the Recreational Player
- Travel Soccer
  - Over 80 teams playing in CCL, NCSL, ODSL leagues
  - Large professional coaching staff
  - Emphasis on coaching education
  - Camps, Clinics for the Travel Player
- Development Academy
  - Full Girls program in partnership with FCV
  - Boys program 12u, 13u, 14u with plans to expand
- Adult League Soccer
  - Multiple options for the adult soccer player
  - Summer Collegiate Program – Pro-23
- Loudoun Sports Park
  - Owned by Loudoun Soccer for the use of Loudoun teams and rentals
  - Full concessions stand
  - Full suite of camp offerings (multi-sport)
- Tournament Offerings
  - College Showcase
  - Spring/Fall Recreational Tournament
  - Opportunity for expansion
- Darryl Gee Soccer Academy
  - Full suite of soccer camps targeted to the Recreational player
  - Partnership with Loudoun County Parks and Recreation

As the club has grown, it has continued to promote the values of sportsmanship, integrity and safety, always dedicated to our philosophy, **Developing Champions for Life!**

Loudoun Soccer has established core values for the Club, and prides itself on making these values an integral part of all programs:



## **DEVELOPING CHAMPIONS FOR LIFE!**

- **Fun!** It's why we play
- **Integrity** – Character and Principled
- **Fairness** – Sportsmanship and Inclusiveness
- **Teamwork** – Stronger Together
- **Stewardship** – of the Game and the Community

### **Position Summary:**

The Executive Director is the key operational and business leader of Loudoun Soccer. The Executive Director is responsible for overseeing the Club's administration, programs and strategic plan. The Executive Director has responsibility for the operations and maintenance of the Club's facilities, including Loudoun Soccer Park. Other key duties include fundraising, marketing, and community outreach. The ED has oversight over all aspects of the Club, but works in partnership with the Technical Director of the Club relative to "on field" activities; the Technical Director has oversight over those activities. The ED has responsibility for the financial health of the organization, working with the Finance Director on budget development and performance against plan. Loudoun Soccer seeks a business executive for this position; experience running a nonprofit organization with a budget of \$7M or more is key; a soccer or sports background is desirable but not required. This position does not involve on field responsibility which is the preveue of the Club's Technical Director; therefore, coaching or responsibility for soccer programming is not of benefit to applicants.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### **Leadership**

- Establish and meet long and short range business objectives for the Club in alignment with the strategic imperatives established by the Board of Directors in conjunction with the ED and TD
- Work in partnership with the seven-member Board of Directors to engage membership in volunteering to assist on one of the Board's Committees, including Field Development, Marketing, and Fundraising, as well as support the Board efforts to proactively engage the Loudoun County Board of Supervisors and Board of Education.
- Report to the Executive Committee of the Board of Directors in regular meetings; coordinate and oversee Board meetings and other committee meetings
- Gather, interpret and articulate information to the Board of Directors about community trends and resources as they relate to enhancing the Board's capacity for effective communication, decision making and long term planning
- Lead and direct staff who administer youth through adult soccer programming



## **DEVELOPING CHAMPIONS FOR LIFE!**

- Partner with the Technical Director responsible for on-field soccer operations, player and coach development
- Establish employment and administrative policies and procedures for all functions and for the day-to-day operation of the Club
- Establish and maintain positive and effective relationships with partner organizations, local political and community leaders and allied educational and youth sports organizations in order to more effectively serve program participants.
- Serve as the spokesperson for Loudoun Soccer

### **Operational Execution**

- Direct staff in development, preparation and management of Club budget
  - Effectively manage Club expenditures and ensure appropriate financial controls are in place to support the Club's financial management goals
  - Ensure on time completion of tax filing and reporting (oversight)
  - Review staffing plan annually, including job descriptions and employee reviews for all staff (as well as managing any bonuses or raises)
  - Ensure contracts are in place for all contract (1099) staff
- Oversee negotiation and contracts with vendors (insurance, uniforms for travel and recreational programs, field and gym space, software, etc.)
- Ensure the correct organizational construct/structure, process flow, procedures are in place to ensure efficient and effective operations of the organization (including correct back office software systems to handle registration, team formation, field and game scheduling)
- Partner with the Technical Director and staff to develop and oversee policies and procedures for rec and travel coaches and travel team administrators and treasurers
- Establish policy, procedures and guidelines for staff operations, human resources, facilities management, information technology, and other non-technical aspects of Club operations
- Ensure compliance with Federal, State and Local regulations

### **Program Planning and Execution**

- In conjunction with the Technical Director oversee the planning, implementation of all Loudoun Soccer programs and programming, including all Recreational Programs, Travel Programs, and the Development Academies
- Ensure a constant focus on customer satisfaction and prompt issue resolution
- Continue to grow and expand incremental Programming with emphasis on U8 Academy, Futsal, Travel TA and Rec TA, as well as Striker and Goal Keeper Academies, expanding and adapting programs based on staff, members and player feedback
- Expand and grow camps and clinic offerings and revenue, including Residential Academies, EDP offering, Darryl Gee Soccer camps/clinics, including expanded sports offerings.



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- Work with TD to establish potential partnerships with international club for summer camp week (vary year to year)
- Work with TD and Worldstrides partner for successful international trip experiences for key youth age groups and adults
- Expand daytime programming at LSP if possible, potentially with partner organizations (yoga, fitness, Mom and Me classes etc.)

### **Sponsorship, Fundraising and Events**

- Cultivate and steward relationships with the Chamber of Commerce, Visit Loudoun, and local Loudoun based businesses and restaurants (supporting the Program Manager, Sponsorship and Fundraising) to maintain and grow the donations, grants, and sponsorships of the Club
- Understand the opportunities for sponsorship and work with the Program Manager, Sponsorship and Fundraising, to develop a target opportunity list of employers, grants, large DC area companies to provide incremental funding to the Club
- Plan and coordinate, with staff, numerous Club sponsored and managed tournaments during the calendar year, including the College Showcase and Spring/Fall Recreational tournaments, but seek other opportunities to expand tournament revenue
- Conduct and oversee fundraising efforts to support Club initiatives including Fall Picnic, November Gala and Casino night, quarterly Business Happy Hours/Breakfasts, Spring Golf tournament, and other fundraising opportunities
- Continue to build a donor base from Loudoun Soccer members, both soliciting donations when registering but also through attendance at Club events, assistance promoting to employer companies, and through special donation drives

### **Marketing, Branding, and Social Media**

- Oversee all marketing, communication, and branding strategies
- Promote the Club regularly through social media forums such as Facebook, Twitter, Instagram, video channels, targeted Press Releases for all major/significant events (through the Program Manager, Social Media)
- Work in conjunction with the Board sponsored Marketing Committee
- Develop a program of public relations, marketing, publicity, promotion to corporate partners, news organizations and the community at large
- Interact with Club members, and represent the Club in local and regional stakeholder events

### **Loudoun Soccer Park and Field Operations and Development**



## **DEVELOPING CHAMPIONS FOR LIFE!**

- Work in conjunction with the Board sponsored Fields Committee
- Direct planning, acquisition, improvement and maintenance of all properties and facilities under the jurisdiction of the Club
- Lead the LSP Master Plan Vision and implementation
- Ensure delivery of practice and game schedules for all programs (through the Program Manager, Fields and Fields Assistant)
- Work with appropriate County officials and organizations to ensure appropriate allocation of fields; enhancement of fields, and new field development
- Seek additional private partnerships for field and/or gym expansion including HOAs, churches, schools, and private businesses with extra space
- Drive incremental revenue stream from LSP rentals and concession stand
- Ensure appropriate day to day management of LSP (through the Park Manager, LSP)

### **Requirements:**

- Minimum of ten years of business experience, preferably running a non-profit enterprise
- Experience that demonstrates strong soccer knowledge is desirable; preferably running soccer operations for another soccer entity (collegiate, non-profit, business operations for a soccer club etc.) on the business operational side (not Technical Director, Technical Staff or coach)
- Strong leadership and management skills that include the following:
  - Minimum of 8 years working with a Board of Directors
  - Possess excellent verbal, phone and written communication skills.
  - Applicants must be able to work flexible hours including weekend events
  - Minimum of 8 years P&L responsibility
- The Executive Director should demonstrate competence in some or all of the following:
  - Adaptability: Demonstrate a willingness to be flexible, versatile and/or be tolerant in a changing work environment while maintaining effectiveness and efficiency
  - Build Relationships: Establish and maintain positive working relationships with staff, Board Members, Sponsors, local Loudoun Community and Government leaders
  - Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques



## **DEVELOPING CHAMPIONS FOR LIFE!**

- Plan: Determine strategies to move the organization forward, set goals, create and implement action plans, evaluate processes and results, and take quick corrective action
- Solve Problems/Resolve Issues: Quickly handle member complaints and issues, league/coach/referee issues by involving the appropriate staff or process to assess problem situation, identify root cause, gather and process relevant information, generate possible solutions, and make recommendations or decisions to move forward promptly
- Think Strategically: Assess options and actions based on trends and conditions in the local or national environments; opportunities presented to partner for program or programming expansion
- Mission and Values: Be passionate about Loudoun Soccer's mission and live the values, ensuring they are consistently present throughout the Club's programs

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