Executive Director | Position Description

Public Schools Foundation of Tippecanoe County (PSFTC)

Position Overview

The Executive Director serves as the Foundation's primary staff member, providing both strategic leadership and hands-on management of fundraising, grant programs, events, communications, and daily operations. The position requires a highly organized, self-motivated individual who can balance multiple priorities, build meaningful relationships, and work independently while collaborating closely with the Board of Directors and community partners. The Executive Director reports directly to the Board of Directors.

Leadership and Strategic Planning

Work collaboratively with the Board of Directors to establish organizational priorities, develop long-term goals, and implement strategic initiatives that advance PSFTC's mission. Work with the Board President to support Board recruitment, orientation, development, and engagement. Evaluate existing programs and identify new opportunities to address the evolving needs of Tippecanoe County's public schools. Encourage meaningful Board and volunteer engagement to strengthen the Foundation's programs and community relationships. Stay informed of trends, challenges, and opportunities in public education and nonprofit management, including active participation in the Indiana Association of Public Education Foundations (INAPEF). Provide vision and leadership to ensure the Foundation remains relevant, responsive, and financially sustainable.

Fundraising

Develop and implement fundraising strategies to support PSFTC's programs, financial goals, and long-term sustainability. Cultivate and maintain strong relationships with individual donors, businesses, community partners, and other supporters to secure financial and in-kind contributions. Coordinate the annual fund drive, payroll deduction campaign, and other charitable giving initiatives. Identify opportunities to expand donor support through planned giving, donor-advised funds, qualified charitable distributions, and other philanthropic contributions. Provide ongoing donor stewardship and seek new partnerships to strengthen the Foundation's financial resources and community impact.

Program and Grant Administration

Oversee the planning, coordination, and administration of PSFTC's grant programs, including two annual cycles of Seeds for Excellence grants and one annual cycle of Student Spark Grants. Effectively communicate grant opportunities, guidelines, and deadlines to teachers, school administrators, and other eligible applicants across Tippecanoe County's public schools. Schedule and facilitate informational workshops to encourage participation and support applicants. Coordinate the grant review process, including committee assignments, application materials, meetings, and award recommendations. Manage grant awards and follow-up requirements, including reporting and school or classroom visits to observe and document grant impact. Plan and coordinate grant award receptions and recognition activities to celebrate recipients and showcase funded projects. Maintain strong communication and positive working relationships with educators, administrators, grant recipients, and review committee members.

Marketing and Communications

Develop and implement communication strategies to increase awareness of PSFTC's mission, programs, events, and community impact. Create promotional materials, including event invitations, posters, donor newsletters, and the annual report, with assistance from an outside graphic designer as needed. Identify and share compelling stories that highlight the impact of donor generosity, celebrate educators and students, and strengthen community connections. Maintain and regularly update the Foundation's website and manage digital communications, including email campaigns and social media platforms such as Facebook and Instagram. Prepare and distribute media releases and cultivate relationships with local media outlets. Maintain strong, collaborative relationships with district-level communications officers across Tippecanoe County's three public school corporations to coordinate messaging and share stories of impact. Develop an annual communications calendar and evaluate effectiveness through website activity, social media engagement, newsletter performance, audience growth, and media coverage.

Event Management

Oversee all aspects of planning, coordination, and execution of PSFTC's signature events, including the Cupcake Run for Public Ed and the Cupcake Bake Off & Tasting Party. Develop event plans, timelines, and budgets; solicit and secure corporate sponsorships and in-kind contributions; and coordinate vendors, volunteers, community partners, and participating schools. Manage event registration, logistics, promotion, and on-site activities to ensure successful execution. Coordinate sponsor recognition and fulfillment of sponsorship commitments. Evaluate event outcomes, including financial performance, participation, and community engagement, to identify opportunities for continued growth and improvement.

Administrative Duties

Oversee the day-to-day operations of PSFTC, ensuring efficient and effective management of the Foundation's activities and resources. Prepare for and attend Board of Directors and committee meetings, including developing agendas, preparing reports, and providing timely updates. Ensure compliance with applicable nonprofit regulations, reporting requirements, and organizational policies to maintain the Foundation's tax-exempt status. Maintain accurate financial records using QuickBooks Online, including tracking income and expenses, reconciling accounts, and preparing financial reports, with oversight from the Board President and Treasurer. Coordinate with outside accounting and tax professionals as needed to support accurate financial reporting and compliance. Maintain organized records, policies, procedures, and historical documentation to support organizational continuity and effective operations.

Responsibilities may evolve based on the Foundation's needs, strategic priorities, and direction of the Board of Directors. The Board of Directors will conduct an annual performance review of the Executive Director, evaluating performance in relation to the responsibilities and expectations outlined in this job description, as well as progress toward established organizational goals.

Qualifications and Desired Skills

Required Qualifications

- Excellent written and verbal communication skills, with the ability to engage effectively with educators, donors, business leaders, volunteers, and community partners.
- Strong organizational and project management skills, with demonstrated ability to manage multiple priorities, meet deadlines, and attend to details.
- Proven ability to develop and maintain positive professional relationships and represent an organization effectively in the community.

- Self-motivated, resourceful, and comfortable working independently in a small nonprofit environment while collaborating closely with a volunteer Board of Directors.
- Strong computer proficiency, including Microsoft Office or comparable productivity software, and the ability to learn and effectively use digital platforms.
- Basic financial literacy, including experience working with budgets, financial reports, and expense tracking.
- Demonstrated initiative, sound judgment, creative problem-solving skills, and adaptability.
- Commitment to public education and an understanding of the importance of supporting teachers, students, and educational opportunities.
- Successful completion of a criminal background check.

Preferred Qualifications and Experience

- Experience in nonprofit management, fundraising, donor relations, or community engagement.
- Experience planning and executing fundraising events, community programs, or other large-scale activities.
- Familiarity with grant administration, including application review, award processes, and reporting.
- Experience developing marketing materials, donor communications, newsletters, and media releases.
- Experience managing social media platforms, particularly Facebook and Instagram, along with website content and email marketing tools.
- Familiarity with QuickBooks Online or comparable financial management software.
- Experience working with volunteer Boards, committees, or community-based organizations.
- Knowledge of Tippecanoe County's public school corporations and the Greater Lafayette community.
- Bachelor's degree in a related field or an equivalent combination of education and relevant professional experience.

Compensation, Benefits, and Work Schedule

- **Salary:** starting at $50,000 annually, commensurate with qualifications and experience.
- **Work Schedule:** Full-time, 40 hours a week, year round position offering a flexible schedule and hybrid work arrangement, with the option to work remotely or from a provided office space. The Executive Director is expected to maintain an active presence in the community and attend meetings, school visits, and Foundation events as needed. Occasional evening and weekend hours are required.
- **Paid Time Off:** Flexible paid time off, coordinated with the Board President to ensure organizational responsibilities and commitments are met.
- **Benefit options available**