

## ***The Water Association of Kern County (WAKC)***

The mission of the Water Association of Kern County is to inform and educate the public and water community about water issues in Kern County.

Formed in 1955, the Water Association of Kern County was originally designed to educate the citizens of Kern County about the need for the construction of the State Water Project (California Aqueduct). The organization's goal was to keep the public well informed about activities and issues related to water and on the continuing need for a reliable water supply to Kern County.

Over the years, the WAKC evolved to include outreach and activities that provided information about many water topics including: federal, state and local water projects; water quality; legislation and regulations; historical water agreements; water supply; endangered species; the Kern River; water banking; conservation; water development and many other water-related topics.

The WAKC is a non-profit business association, funded by voluntary memberships and donations/grants from organizations and individuals interested in the economic, recreational, and conservation benefits of sound water management and development. Membership is open to anyone wishing to support the important educational efforts of the association

### **JOB DESCRIPTION**

#### **Executive Director – Water Association of Kern County**

The Executive Director, under the direction of the board of directors, is responsible for overseeing the administration, programs and execution of the strategic plan of the organization as it pertains to the mission of the WAKC. These responsibilities are more specifically described below.

1. Administration: Oversee all financials including bookkeeping services, tax filings, filings with state and federal for non-profit status. Also keep all insurance current, liability, D&O, special events. etc. Set annual budget.
2. Membership: Oversee membership recruitment, marketing for members, member retention. Ensure membership renewal billings are sent on regular basis, follow up with thank you notes. Ensure top level members receive benefits of various sponsor levels.
4. Special events coordination: Oversee all aspects of bi-monthly lunch meetings, annual meeting and water summit. Includes venue selection, sponsorship sales, ticket sales, speaker selection, catering/food, marketing of event, all logistics including set-up and clean-up of event.
5. Public outreach: Oversee marketing/social media/educational campaigns for various topics including water conservation, water awareness and water policy. (Don't Be That Guy, The Magic of Water, etc.) Responsible for web page maintenance and updates, Facebook, Instagram and Twitter. Organize water tours. Develop new ideas for outreach activities.
6. Public speaking – Present water discussions to various community groups, schools, etc. Serve as spokesperson to media.
7. Community Representation – Represent WAKC on various community boards and committees.
8. Board – Work with board on various projects, board membership and recruitment. Coordinate and schedule all board meetings and board committee meetings.
9. Graphic design – Handle most graphic design needs for flyers, sponsor solicitations, ads, invitations, etc.