

Executive Director
Experience Chehalis | Chehalis, Washington
Position Summary

The Executive Director serves as the chief executive and community-facing leader of Experience Chehalis, a nonprofit organization dedicated to strengthening Chehalis through economic development, historic preservation, business support, community engagement, marketing, placemaking, and strategic partnerships.

This position reports to Experience Chehalis Board of directors and works directly with the City of Chehalis, downtown businesses, property owners, community organizations, public agencies, funders, and volunteers. The Executive Director provides strategic leadership for the organization and advances initiatives that contribute to a vibrant, welcoming, and economically resilient downtown.

This highly visible position requires a collaborative and entrepreneurial leader who can move comfortably between long-term community development initiatives and the day-to-day management of a nonprofit organization.

Key Responsibilities

Organizational Leadership & Strategy

- Provide overall leadership and direction for Experience Chehalis and its programs, initiatives, and operations.
- Work closely with the Board of Directors to establish organizational priorities, goals, policies, and long-term strategies.
- Implement the organization's strategic vision and ensure programs and investments align with its mission.
- Serve as the primary liaison between the Board, committees, partners, stakeholders, and community.
- Prepare reports, recommendations, budgets, and other materials for Board review and decision-making.
- Represent Experience Chehalis at community meetings, public presentations, partner meetings, and regional initiatives.
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Downtown Revitalization & Economic Development

- Serve as a key partner in downtown planning and revitalization initiatives, including the upcoming Imagine Downtown Chehalis renovation project and related public and private investments.
- Build strong relationships with downtown businesses, property owners, developers, and prospective businesses.
- Identify opportunities to support business retention, recruitment, expansion, and investment.
- Advocate for downtown businesses and serve as a connector between businesses, local government, economic development organizations, and community resources.
- Support beautification, placemaking, historic preservation, and other initiatives that enhance the downtown environment.

Partnerships & Community Relations

- Develop and maintain strong working relationships with the City of Chehalis, elected officials, public agencies, businesses, nonprofit organizations, civic groups, and regional partners.

- Serve as a trusted resource and point of contact for downtown businesses and community stakeholders and facilitate communication between the business community and local government.
- Convene stakeholders through meetings, networking opportunities, and other engagement activities.
- Identify opportunities for collaborative projects that advance Experience Chehalis and broader community goals.

Fundraising, Sponsorships & Grants

- Develop and maintain relationships with donors, sponsors, businesses, and funding partners.
- Lead sponsorship development and fundraising efforts to support organizational programs, events, and community initiatives.
- Administer City of Chehalis Lodging Tax fund grants and reporting.
- Ensure appropriate stewardship and recognition of donors, sponsors, and funding partners.
- Work to diversify and strengthen the organization's long-term revenue sources.

Financial & Administrative Management

- Develop and manage the organization's annual operating budget in partnership with the Board.
- Monitor revenue, expenditures, grants, and organizational financial performance.
- Work with accountants, vendors, contractors, and other professional service providers.
- Ensure appropriate nonprofit policies, internal controls, reporting, recordkeeping, and regulatory compliance.
- Manage contracts, insurance, organizational records, and other administrative responsibilities.

Marketing, Communications & Destination Promotion

- Provide strategic direction for Experience Chehalis branding, marketing, communications, and public relations.
- Promote downtown Chehalis businesses, events, attractions, amenities, and community experiences.
- Oversee the organization's website, social media, email marketing, advertising, print materials, media relations, and other communications.
- Develop campaigns and content that encourage residents and visitors to shop, dine, explore, and spend time in Chehalis.
- Maintain a consistent and positive public identity for Experience Chehalis and downtown Chehalis.
- Develop relationships with local and regional media and coordinate press releases and public announcements.

Events & Promotions

- Provide leadership and oversight for Experience Chehalis events and promotional programs, including Chehalis Fest, Valentine's Day Love Notes, Youth Art Walk, Spring and Harvest Shop Hops, and Earth Day Community Clean-up.
- Develop new programs and promotions that increase downtown visitation and support local businesses.
- Coordinate businesses, sponsors, vendors, volunteers, community organizations, and public agencies involved in events.
- Evaluate programs and events for effectiveness, participation, community impact, and alignment with organizational goals.

Main Street Program

- Lead Experience Chehalis' participation in the Washington Main Street program.
- Implement the Main Street approach through the areas of Economic Vitality, Design, Promotion, and Outreach.
- Support and coordinate committee activities and volunteer involvement.
- Maintain relationships with Washington Main Street and other downtown revitalization partners.
- Complete required reporting, training, program documentation, and participation associated with Main Street designation.

Chehalis Coworks

- Oversee the operation and promotion of Chehalis Coworks.
- Manage memberships, facility use, conference room rentals, policies, and customer relationships.

Staff, Contractors & Volunteers

- Recruit, supervise, support, and evaluate staff, contractors, interns, and volunteers as applicable.
- Establish clear responsibilities and expectations while fostering a collaborative organizational culture.
- Engage volunteers and committee members in meaningful opportunities to support Experience Chehalis programs.
- Coordinate outside vendors and professional contractors necessary to accomplish organizational objectives.

Qualifications

The ideal candidate will demonstrate:

- Significant leadership experience in nonprofit management, economic development, downtown revitalization, community development, tourism, business development, marketing, or a related field.
- Experience managing multiple programs, projects, partnerships, and priorities simultaneously.
- Strong relationship-building skills and the ability to work effectively with business owners, elected officials, public agencies, donors, volunteers, and community members.
- Experience with fundraising, sponsorship development, grant administration, and budget management.
- Excellent written and verbal communication skills.
- Strong organizational, financial, and project-management abilities.
- Experience with marketing, public relations, social media, and community outreach.
- Ability to work independently, exercise sound judgment, and take initiative.
- Ability to navigate complex community issues with professionalism, diplomacy, and discretion.
- A collaborative leadership style and genuine enthusiasm for supporting local businesses and strengthening the community.

A bachelor's degree or equivalent combination of education and relevant professional experience is preferred.

Position Expectations

The Executive Director is a highly visible representative of Experience Chehalis and should maintain a strong presence within downtown Chehalis and the broader community. The position includes regular

attendance at meetings, community activities, networking opportunities, and events, including occasional evenings and weekends.

Success in this position requires both strategic leadership and a willingness to be hands-on. The Executive Director must be equally comfortable developing long-term partnerships and funding strategies, presenting to community leaders, assisting a downtown business, managing a budget, coordinating an event, or addressing an unexpected operational need.

Physical Requirements

The Executive Director position requires the ability to regularly communicate, stand, walk, and use hands and arms to perform job-related tasks.

Work is performed in a variety of settings, including office environments, downtown businesses, and community venues. The position requires flexibility to work occasional evenings and weekends and may include periodic travel.

Conditions of Employment: This is a twelve (12) month per year, full-time exempt position. The salary is \$75,000-\$85,000 (DOQ/DOE) annually depending on qualifications and experience.

This position is fully in-person.