



Executive Director Job Posting

Job Description & General Information

The Holland Aquatic Center (HAC), Holland, Michigan:

Since 1968, the Holland Aquatic Center has been a vital part of the greater Holland community for instruction, competition, wellness, and leisure opportunities. Now, with the completion of the 30-million-dollar renovation and addition, this facility continues to positively impact Holland, West Michigan and beyond in a most extraordinary way! There is no doubt the HAC inspires and connects people through programs and services that improve their well-being better than ever before. The Holland Aquatic Center is a community treasure!

Located in the heart of West Michigan, the HAC is a world-class facility with its 50-meter competition pool, warm-water lap pool, family-friendly Splash Zone, massive indoor water slide, indoor walking track, a vast array of cardio and weight equipment, and more! The HAC operates all of these competitive, fitness, and wellness activities, simultaneously, in a fun, clean and safe environment and empowers people to live healthier, more connected lives through a fun community space for swimming, diving, fitness and recreation.

HAC Governing Authority:

Oversight of the HAC is provided by the Holland Area Community Swimming Pool Authority (HACSPA) Board of Directors. The HACSPA is a 7-person Board representing the City of Holland, Park Township, Laketown Township, & Holland Township. It is led by an Executive Committee and Board Chair. The Executive Director reports to the HACSPA Board.

Staff and Budget:

The HAC has an annual budget of \$4 Million, a 5-person management team, over 100 team members, and dozens of volunteers.

The HAC staff is also actively engaged in the Entrepreneurial Operating System (EOS). This platform has been a very successful and educational resource that has empowered and improved our already incredible staff to be even better. The organization runs on this system of management and will continue to do so with the next Executive Director. Knowledge of the EOS program is preferred.

Executive Director Compensation:

Salaried (Range commensurate with experience)

Executive Director Responsibilities:

Oversees and leads all aspects of People, Facilities, Programs, & Operations

Primary Responsibility:

Oversee all aspects of the HAC, including leadership, administration, public relations, communication, budget, business, revenue generation (millage and non-millage), facilities and programming.

Specific Responsibilities:

- **People**
 - o Lead the Aquatic Center staff and team.
 - o Responsible for the hiring, growth and development of the HAC leaders and staff.
 - o Maintain substantial HAC visibility in the greater Lakeshore community with individuals, organizations, community partners, and the media.
 - o Engage members and guests to listen and respond to community needs.
- **Facilities**
 - o Provide a safe and secure environment for members, guests and staff.
 - o Assure short-term and long-term oversight of facility and property, maintenance/repair.
 - o Provide and maintain a clean and inviting facility and property.
- **Programs**
 - o Provide stimulating fitness programs for members and guests.
 - o Assure outstanding aquatic programs.
 - o Attract outstanding coaching talent for competitive swimmers and divers.
 - o Assure outstanding fitness programs.
 - o Attract, develop, and retain area swim teams, local swim meets, and large regional and national swim events.
- **Operations**
 - o Create a positive and effective organizational environment and culture.
 - o Responsible for effectively utilizing the HAC EOS to implement strategic planning and drive continuous improvement.
 - o Develop and manage annual budgets for operations, debt service retirement, building and property.
 - o Oversee all finance and accounting activities, to meet governmental regulatory requirements.
 - o Administer and fulfill policies for programs, human resource, finance, and building use.
 - o Responsible for generating all non-millage revenue.
 - o Oversee the administration of marketing strategies and campaigns.

Board Interface:

- Support HACSPA Board activities, including communications, meeting agendas, minutes, resolutions, official records, and actions.
- Work with HACSPA Board to maintain the vitality of the strategic plan.
- Participates in Holland Aquatic Center Foundation activities.

Essential Qualifications:

- Executive director experience/expertise.
- Bachelor's degree or equivalent experience.
- At least 5-10 years' experience in leadership, management, or supervision.
- Demonstrated involvement in community activities.
- Excellent oral, interpersonal, public speaking and written communication skills.
- Finance Experience with budget setting, management and successful implementation.

Preferred Qualifications:

- Master of business administration degree.
- Aquatic, recreational, and/or governmental authority leadership experience.
- Public/ private partnership development experience.
- Public Relations experience.
- EOS experience.
- Human Resource experience.
- Proven ability to market and fundraise.
- Grant development.

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