



THE
COMMUNITY WELL
Be well. Do good.

Executive Director Position

Full-Time

The Community Well of Lawrenceville (TCW) is seeking an entrepreneurial Executive Director (ED) to lead an existing service-oriented nonprofit entity that is on the cusp of substantial growth.

Who We Are: TCW is a fully independent non-sectarian 501c3 organization whose primary mission is to provide services to people in the Lawrenceville, NJ area through a community wellness center co-located with The Presbyterian Church of Lawrenceville (PCOL). TCW provides a broad array of fee-based and free services to enhance wellness of body, mind and spirit. Newly constructed space, due to be complete in early to mid 2025, will enable TCW to greatly expand its program offerings. The center also promotes service to others in the community as a key aspect of human wellness. Please find additional information about us at the end of this position announcement.

Overview of the Executive Director Position:

The Executive Director will provide the primary leadership and management for ensuring the successful execution of the center's mission and expansion plan. Reporting to the Board of Directors, which sets the organization's strategic direction, the ED has operational responsibility for TCW's activities. The ED will initially focus on the successful re-launch of the Center after the new construction is complete, based on its [2021 Business Plan](#) and subsequent planning documents. This will result in a "start-up" organizational feel. Focus will then shift to the ongoing functioning and growth of the center. The ideal candidate will be a self-starter, open-minded individual who continuously strives for personal improvement.

Because TCW is the creation of PCOL and is seen as an extension of its impact on the community, the ED will work closely with some of PCOL's staff and its Pastor and will be tasked with representing TCW on some of the boards and committees of the church, such

as the church's Finance Committee and Board of Trustees. The ED will also receive assistance from the church's Business Administrator, some of whose time will be devoted to the financial and business functions of TCW. The ED will also preside over some staff who will have responsibilities within both organizations, through clearly delineated job descriptions and lines of accountability.

Essential qualifications:

- Entrepreneurial spirit for ideation, creating, trying, refining, moving forward
- Commitment to and enthusiasm for community service
- Ability to work effectively in collaboration with diverse groups of people
- Excellent written and verbal communication skills
- Strong marketing and public relations skills for brand building and effective communications.
- Experience with a range of social media platforms
- Proficiency with a range of online tools (including databases)
- Proven business/financial, administrative and executive leadership skills

Preferred qualifications:

- Past success working with a Board of Directors/Trustees
- Experience in non-profit organizations
- Experience with updating and maintaining a WordPress website
- Engagement with the Lawrence Township community – its people, activities, needs.
- Program management experience
- Fundraising and grant-writing experience
- Financial or accounting experience

Responsibilities of TCW's Executive Director:

- Programs and Activities: Identify program needs, develop and manage programs as well as identify, vet and oversee program partners and steward relationships with them. With the Program Director, create and manage contracts and agreements with program partners. Create and manage program schedules. Make efficient use of TCW's space and other resources to maximize value for TCW, its partners and its clients. Provide input to the Board for creative ways to carry out the mission.
- Marketing and Communications: Create a marketing plan with the Communications Director, using social media and other communications avenues to promote TCW and its offerings. Supervise the maintenance of the website, social media platforms and mailing lists. Promote TCW at community functions. Serve as the hub for communication with multiple audiences and stakeholders. Network

and coordinate with other community leaders to better serve the Lawrence Township area community.

- Administration: Manage the business. Create the annual operating plan that includes objectives, strategies and tactics, for review by the Board. Prepare for and attend the monthly Board meetings. The ED provides staff support for Board Committees and, with the Board, ensures their smooth functioning. The ED will also coordinate the use of space at PCOL, to accommodate the needs of both TCW and the church.
- Hire and Manage Staff: Create a positive work environment that emphasizes teamwork and personal development. Provide supervision for employees of TCW, including a part-time Program Director, part-time Communications Director and part-time Business and Financial Administrator, whose time will also be shared with the Church. TCW may also share (with clearly defined roles and reporting) certain other employees with PCOL. Provide ongoing feedback and a formal mechanism for annual review of each staff person. The ED will manage the relationships with the Church and the agreements concerning staff sharing according to an agreed upon framework.
- Finance: Oversee the financials of TCW, with assistance of a Business and Financial Administrator, including the budget, revenue, expenses and payments. Manage payment systems and revenue accounting, with the assistance of the Business and Financial Administrator. Ensure the maintenance of accounts on Realm Accounting (software shared with PCOL), generate monthly financial reports, oversee creation and filing of the form 990 and other required reports. Work with the Board and the Financial Administrator to prepare the annual budget.
- Funding: Seek out and apply for grants to support TCW's mission and provide for the development function through the Development Committee, annual appeals and through individual approaches. Search for other ways to enhance the organization's financial position to further its mission.

Salary Information: Competitive salary and benefits, based on salary packages for comparable professional positions.

TO APPLY:

Submit cover letter, salary requirements, resume, and any questions to Kristine Deni, Chair of the ED Search Committee at: personnel@pclawrenceville.org.

More About the Community Well

Find out more about TCW through our website, communitywellnj.org. Current or recent programs and services include counseling services, yoga and fitness classes, adult education classes, health enhancement and monitoring, blood drives, music and art for children as well as many other activities that are anticipated. The programs are held on days and times-of-day most suitable to the clients being served. Our program partners have included the Y, Princeton Adult school, Music Together, Princeton Sr. Resource Center, and many others. One of the key tasks of TCW and its Executive Director will be the cultivation of new program partners and the expansion of our program offerings when the newly constructed and renovated space becomes available.

Facility: TCW is co-located with, and leases space from PCOL which is located on Main Street in Lawrenceville, NJ. Construction of a \$3 million addition to the Church property (to be completed late spring/early summer 2025) will substantially increase the space available for TCW's use. We anticipate a "Grand Opening" of this new and expanded community center sometime in mid to late 2025. TCW shares the space with PCOL. For example, some long standing regularly-scheduled uses include a daily preschool, Tempa Mica (Jewish congregation) and a Scout troop.

History: TCW was founded by PCOL in 2017, but is now a separate, independent and non-sectarian 501c3 non-profit entity. TCW was doing well and gaining momentum prior to Covid. However, during COVID, activities were mostly suspended, and since then have slowly reemerged. Given the upcoming considerable increase in available new space the new additions will provide, TCW is now preparing for a major expansion of the number and breadth of the programs that it will be able to offer the Lawrence Township area.

Additional Information: A copy of TCW's 2021 business plan (full and abridged versions) is available [here](#), and provides much detailed information about the values, plan and vision for the center.