



# Online News Association

P.O. Box 2022 Radio City Station, New York, NY 10101  
[www.journalists.org](http://www.journalists.org)

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## **EXECUTIVE DIRECTOR POSITION PROFILE**

### **About ONA**

ONA is a membership association composed of more than 1,200 online journalists actively involved in gathering or producing news for digital delivery and is the only professional organization completely dedicated to serving the interests of digital journalists.

Since the association's founding in 1999 its mission has been to represent its members and the industry at large and uphold the highest standards of editorial integrity, independence and excellence and to advocate for freedom of expression and access for online journalists.

The membership includes news writers, producers, designers, editors, photographers and others who produce news for the Internet or other digital delivery systems, as well as academic members and others interested in the development of online journalism

ONA holds an annual national conference that attracts leading digital news professionals and features speakers from CEOs (Arthur Sulzberger, Jr. of the New York Times and Tom Curley of the Associated Press) to bloggers (Wonkette, Andrew Sullivan and Jeff Jarvis) to journalists working in the trenches of online news.

The organization also sponsors the prestigious Online Journalism Awards, honoring the best and the brightest in digital news and offering models for excellence in the profession.

The association boasts a distinguished and active Board of Directors comprised of volunteer professionals from many of the leading online journalism organizations in the country, such as The Washington Post, National Public Radio, USA TODAY, MSNBC, the Canadian Broadcasting Corporation, the Dallas Morning News, the Boston Globe and others.

ONA is a membership-driven association that also gathers revenues from the annual conference and awards program, foundation grants and corporate sponsorships.

## **Position Overview**

The Executive Director shall work with the Board of Directors to define and execute a strategy for the organization's continued growth and development.

Areas of principal focus shall include fundraising, website architecture and development, organizational outreach, and program development and management.

The Executive Director shall assist the board in identifying new sources of funding from corporate sponsors and foundations, initiate and oversee grant writing and work with the board to maximize revenue from these sources.

The Executive Director will oversee and, as required, actively manage the day-to-day operations of the organization, member relations, organizational outreach and the association's major annual programs, including the annual conference and the annual awards program.

The successful candidate will report to the Board of Directors and will collaborate with the Board to fulfill the objectives of the ONA, including membership growth and strategic development of the organization for the future, developing necessary resources to achieve short- and long-term goals.

## **Duties and Responsibilities**

### Fundraising and grant development

- Manage existing funding relationships
- Identify new funding sources
- Produce grant proposals
- Provide oversight of grant projects

### Website development

- Set strategy for continued development of ONA's web platform
- Work with technologists to develop site architecture
- Identify and implement third-party technology partnerships
- Oversee content on ONA website

### Event coordination

- Oversee organization of annual conference and awards ceremony
- Identify future conference venues and negotiate contracts
- Manage vendor relationships
- Provide support to conference and awards committees as required

### Member services

- Oversee member development and retention
- Provide support to membership and events committees as required
- Serve as primary contact for ONA's members
- Responsible for all member communications

### Program partnerships

- Foster relationships with existing organizational partners (such as the American Society of Newspaper Editors) as well as cultivate new relationships

### Award planning

- Manage awards promotion and submissions process
- Oversee recruitment of qualified judges
- Coordinate entry screening and judging

### Annual Conference

- Work with outside vendors to identify potential conference sites
- Develop and oversee the conference budget
- Oversee hiring and supervision of outside registration and exhibition vendors
- Oversee production of the conference literature
- Assist conference committee as required

## **Position Requirements**

The successful candidate will possess 10-plus years of managerial experience with demonstrated leadership in digital media, organizational development, event planning, and fund raising. Some tenure in both not-for-profit and for-profit arena is desirable.

The successful candidate should also have a track record in developing organizational partnerships and exhibit exceptional verbal, written and interpersonal skills.

## **Additional Requirements**

- Ability to work effectively with a Board of Directors
- Prior P&L responsibility or experience managing a budget
- Strong Internet experience
- Comfort with technology

Background in journalism or online journalism is very helpful but not mandatory

### **Personal Characteristics**

- Leader of Presence
- Diplomatic
- Organized and meticulous
- Self-starter – able to produce effectively without infrastructure
- Independent and Creative
- Flexible, able to change horses midstream
- Problem solver
- Adept networker
- Sense of humor
- Ability to prioritize

### **Education**

Successful candidate will hold an undergraduate degree; graduate degree preferred but not mandatory.

### **Compensation**

ONA intends to attract a superior executive director and is prepared to offer an attractive base salary and bonus.

### **Location**

To be determined; most likely Washington, D.C., New York or San Francisco.

### **To Apply**

Send a resume and a thorough, one-page cover letter detailing full qualifications to [onajobs@journalists.org](mailto:onajobs@journalists.org).

Only qualified applicants will be contacted.