

**Position Announcement – January 2022**  
**Executive Director**  
**All Souls Counseling Center**  
**Asheville, NC**



**All Souls Counseling Center (ASCC) seeks a passionate and experienced Executive Director to provide visionary leadership to the organization and its staff, board, and therapists as it provides high quality mental health counseling to the uninsured and underinsured.**

### **The Area**

When people think of Asheville and Western North Carolina, the word that comes to mind first is 'beautiful.' It is a culturally rich region that is both economically and geographically diverse. It's quality of life makes it highly attractive as a place where lifestyle complements professional opportunity. It is difficult to find a top ten list that doesn't include Asheville. Whether the list is touting our virtues as a vacation destination or a place to retire, the area continues to rank highly in people's opinions.

### **The Organization**

Founded in 2000, All Souls Counseling Center remains one of the few places in Western North Carolina where uninsured and underinsured clients can access extended individual, family, and couples counseling that is both high quality and affordable, in a setting that is non-bureaucratic, comfortable, and welcoming. Greater than 90% of clients report that they've experienced improvement in managing daily functioning, decreased symptoms and/or achieved their goals as a result of counseling received at ASCC.

ASCC also educates individuals, community partners, and the community at large about mental wellness and the benefits of counseling. ASCC works to de-stigmatize seeking help for mental health concerns through outreach that includes presentations at partner organizations, information tables at community events and festivals, and promoting ASCC's services through local media outlets.

ASCC is governed by a committed Board of Directors, has 4 experienced and dedicated staff members, 18 professionally licensed therapists, and an annual budget of \$500,000. ASCC operates out of an office near downtown Asheville. ASCC provides ~3,600 counseling sessions annually.

### **The Position**

ASCC seeks a creative individual who is well prepared to provide the inspired external and internal leadership required of this role. The new Executive Director must have successful organizational leadership experience and the ability to oversee fundraising, programs, and overall operations while working effectively with both the staff, the board, and the therapists to guide the organization. The Executive Director must also recognize the value of counseling/therapy for anyone. The Executive Directors must also be able to listen and communicate effectively and to build relationships with multiple constituencies, including the Board, staff, therapists, donors, and agency partners.

The Executive Director reports directly to the Board of Directors and supervises the Clinical Manager, Business Office Manager, and Development Director.

#### **Priorities for New Executive Director**

ASCC believes that everyone deserves to have high quality mental health services. Toward that end, the new leader will lead the organization in focusing on the following priorities within the first 12-18 months of their tenure:

- Expand and diversify funding to meet the growing need for the organization's services
- Recruit and support additional therapists
- Strengthen internal organizational culture, communication, infrastructure, and the service delivery model to effectively serve our clients in the currently evolving delivery of mental health services in Western North Carolina

#### **Position Summary**

Reporting to the Board of Directors, the Executive Director will provide leadership to the organization and manage its ongoing affairs. The Executive Director is responsible for directing and formulating the plan for achieving the organization's mission and annual goals; fundraising from diverse sources; budgeting and fiscal management; operations and human resource management; marketing and communications; board management; and strategic planning.

#### **Key Responsibilities**

- Provide strategic leadership, administration, and management of the organization
- In partnership with the Clinical Manager, ensure delivery of high-quality mental health services
- Build an effective, cohesive staff team and culture
- Lead organizational fundraising efforts in partnership with the Development Director and board
- Provide advice, counsel, and support to the Board of Directors, and helps maintain and leverage an engaged, powerful board
- Manage budget development, financial forecasting, and oversight in partnership with the Business Office Manager and Board of Directors
- Be a skilled and active spokesperson for ASCC – with the media, policy makers, partners, and supporters
- Support marketing and positive public relations, act as liaison with partner organizations and government agencies, and nurture and expand the organization's key external relationships

#### **Qualifications**

- Commitment to and passion for ASCC's mission to provide high quality mental health services to the uninsured and underinsured
- A proven track record of nonprofit leadership and management experience - including administration, staff supervision, strategic planning, evaluation, budgeting, and organizational innovation
- A record of successful and innovative fundraising with proven experience with individual donors and major gifts

- High level of emotional intelligence – i.e., accurately perceive and express yourself, personal humility, develop and maintain social relationships, cope and adapt to challenges, and use emotions in an effective way
- Professional and personal style consistent with the supportive, open, collaborative team-oriented culture of ASCC
- High level of integrity and compassion
- Demonstrated ability to manage organizational operations effectively and efficiently.
- Highly effective communicator, written and verbal, with a wide variety of stakeholders.
- Strong leadership presence, experience serving as a spokesperson for an organization, and a demonstrated ability to leverage organizational visibility and credibility through the media and public relations sources
- Strong financial skills - including budgeting, fiscal management, and analysis

#### **Additional Desired Qualifications:**

- An experienced clinician with an advanced degree in a relevant clinical field such as social work or counseling
- Knowledge of the Asheville community
- Experience working with mental health providers - particularly in Western North Carolina

#### **Compensation**

- Salary - \$80,000
- Benefits
  - Holidays – 9 days
  - Vacation - 22 days
  - Sick leave - 13 days
  - SEP IRA – 3% of salary
  - Health and Dental insurance – 100% of premium for employee

#### **Application Process**

To apply, please send a resume and a detailed cover letter, that maps the fit between your experience and skills to the responsibilities and qualifications above, in one pdf file using the following naming convention: “Your Last Name-Your First Name.pdf”, *via email only* to:

**ASCC Search Committee**

[applicant@allsoulsounseling.org](mailto:applicant@allsoulsounseling.org)

***Please, no phone calls, faxes, or snail mail.***

Application deadline: February 28, 2022

*ASCC is an equal opportunity employer and is committed to recruiting a broadly diverse pool of qualified candidates for the position.*