

Job description

The STAR Center is seeking a visionary strategic Executive Director who is passionate about our mission of improving the health and quality of life of those with disabilities in the La Crosse Area. The ideal candidate will have excellent management skills, strong development and fundraising capabilities and lead with a collaborative partnership with the board and staff. Please see the full job description below. If interested in this exciting opportunity please send cover letter, resume and three references to vwintersteen@starcenterlacrosse.org

Executive Director - Job Description

The Sports, Therapeutic and Adaptive Recreation (STAR) Association is looking for an Executive Director to lead us in our mission to create health equity in the Greater La Crosse area. We are a small nonprofit, which has experienced rapid growth in providing Para Sports and adaptive recreation and modified exercise programs to optimize the health of individuals with disabilities or medical challenges to physical activity.

The Executive Director will be responsible for overseeing the administration, programs, and strategic planning of the organization. Other key duties include fundraising, marketing, grants and community outreach. The position reports directly to the Board of Directors and works collaboratively with board and staff leadership.

Key roles and responsibilities:

● Non-Profit Leadership

- Serve as the organization's chief spokesperson, representing the mission and values to the public, program participants, families and caregivers, service providers, vendors, donors, sponsors, and the media.
- Foster strong collaboration with community partners and stakeholders, acting as a primary liaison between the organization and external collaborators.
- Partner with the Board of Directors to develop and implement a strategic plan that advances the organization's vision and mission.
- Demonstrate excellent verbal and written communication skills, including confidence and clarity in interviews and public presentations.
- Identify and develop creative strategies to generate new revenue streams and strengthen financial sustainability.

- Work closely and transparently with the Board, its committees, and staff, ensuring ongoing communication of risks, challenges, and successes.

- Ensure that programs and services advance the organization's mission, allow for growth, and future financial stability.

- **Fundraising and Development**

- Develop and implement an annual marketing plan to promote the organization's programs, services, and mission.

- Create and coordinate a yearly fundraising plan to support organizational sustainability.

- Build and execute a philanthropic strategy to cultivate, solicit, and steward major gifts, sponsors, and donors.

- Maintain the organization's CRM system to ensure accurate and up-to-date donor and prospect records.

- Assist with research, writing, and submission of grant proposals to secure additional funding.

- **Non-Profit Management**

- Oversee the organization's financial health, including annual budget development, monitoring, and reporting.

- Direct day-to-day operations of the Center, including personnel management, payroll, billing, and administrative functions to ensure efficient operations and support for staff and participants.

- Develop and maintain policies and procedures for daily operations of the STAR Center in collaboration with the Program Coordinator.

- Ensure the organization remains current and compliant with all applicable laws, state and federal regulations, insurance requirements, and accreditation or affiliation standards.

Minimum Qualifications:

The ideal candidate for this role embraces servant-leadership as well as a thoughtful approach to day-to-day operational management, strategic planning, and organizational leadership. Qualified candidate should bring:

- Minimum Bachelor's Degree

- Prior executive leadership experience in a nonprofit or related organization.

- Demonstrated ability to establish clear, measurable business and program goals.
- Exceptional communication skills, with the ability to engage effectively with media, staff, partners, and the community.
- Demonstrated capacity to lead an organization toward positive growth and impact.
- Experience designing and implementing strategies that strengthen organizational operations.
- Strong commitment to the mission, values, and programs of STAR.
- Proven experience in fiscal management, including developing budgets and securing Board approval.
- Commitment to creating inclusive programs and advancing sustainable organizational funding and development.

Experience or formal education in the following areas will be beneficial:

- Recreation Management
- Business Administration
- Business Management
- Non-Profit Management
- Finance
- Marketing
- Communications
- Fundraising
- Therapeutic or Adaptive Recreation
- Exercise Sports Science
- Human Resources

Additional Requirements:

- Background check
- Certifications: Safesport, CPR (heart saver level), First Aid Certification within 3 months of hire

Compensation:

- Full time Salaried exempt position (salary commensurate with experience)
- PTO 10 days per year
- 7 paid Holidays
- Health Care Benefit
- Profession development stipend
- Retire contribution

Application:

Please send to vwintersteen@starcenterlacrosse.org. **Applications must contain a cover letter and resume to be considered. Applications without a cover letter will not be reviewed.**

- Resume
- Cover letter with statement of why you are a good fit for our organization.
- Three References

Deadline for priority consideration: Jan. 15, 2026

Equal Opportunity Employer:

STAR is an equal opportunity employer. We're committed to building an inclusive organization that represents the people and communities we serve. We encourage applications from individuals of all backgrounds, including women, people of color, veterans, LGBTQ+ individuals, and people with disabilities.

Industry

- Wellness and Fitness Services

Employment Type

Full-time

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Screening