



Executive Director Job Description

June 2025

General Overview:

Inform USA is an international membership organization incorporated as a 501c3 charity whose purpose is to provide industry-trusted standards, training, credentialing, and networking to professionals who work in the field of human service Information and Referral (I&R). The field of I&R is composed of individuals who assist people in need of help or information to connect with resources, often through a hotline (211, 988, 311, Eldercare Hotline) or contact center (Area Agency on Aging, Disability Network, etc.). The Inform USA membership is made up of approximately 1,000 organizations and 10,000 individuals members throughout the U.S. and Canada.

Position Purpose:

The Executive Director of Inform USA is responsible for providing visionary leadership, strategic direction, and operational oversight to fulfill Inform USA's mission. This role ensures the effective delivery of programs and services, supports the growth and development of I&R professionals, fosters partnerships, and champions equitable access to accurate and timely information for individuals and communities.

The Executive Director works in close collaboration with the Board of Directors, staff, members, and stakeholders to promote standards of excellence in I&R services, secure and manage resources, and elevate the visibility and impact of Inform USA and its members' work. This position requires a dynamic, forward-thinking leader who can unite diverse voices in the field, advocate for policy and practice improvements, and position Inform USA as a vital connector in the national human services ecosystem.

Organization Team/Supervision:

Inform USA operates with a small, collaborative team of 7–10 employees, reflecting a diverse range of skills and expertise. The Executive Director directly supervises three staff members and reports to the Board of Directors. The team culture is dynamic, mission-driven, and highly cooperative.

Position Requirements:

Qualified candidates will have a minimum of 5 years of experience as an executive or CEO in a related field such as human services, nonprofit leadership, public administration, association/membership organization or government programming, with a demonstrated track record of the following:

- **Business & Financial Acumen**
Candidates should have experience overseeing the administration, budget, financial stewardship, and strategic direction of a similarly complex organization. This includes the ability to understand and manage an earned-income model operation that is largely dependent on sales and dues.
- **Nonprofit Experience in a Related Field**
Understanding of the unique compliance, marketing and business-related challenges related to a nonprofit organization. Candidates should have previously reported to a board of directors.
- **People/Team Development**
Experience in leading, developing, and empowering remote teams to achieve high performance. Demonstrated commitment to fostering inclusive, collaborative work environments and supporting professional growth.
- **Change Management**
Ability to lead and champion organizational change initiatives including identifying areas for improvement, developing change strategies, and guiding the organization through transitions with clear communication, stakeholder engagement, and thoughtful planning.
- **Conference Management**
Inform USA produces a national in-person conference and a virtual conference annually. Candidates should have experience overseeing and designing a large-scale event or conference.
- **Communication Skills/Networking**
Demonstrated ability to communicate effectively with diverse audiences, both

in writing and verbally. Proven track record of building and maintaining strong professional networks, cultivating partnerships, and serving as a trusted representative in cross-sector collaborations.

- **Cultural Awareness**

Ability to work effectively with individuals from diverse backgrounds, communities, and perspectives. Proven commitment to equity, inclusion, and cultural humility in leadership, decision-making, and organizational practices.

- **Technology Savvy**

Demonstrated proficiency in leveraging technology to enhance organizational effectiveness, communication, and service delivery. Experience adopting and integrating digital tools, platforms, or systems to support strategic goals and streamline operations. Awareness and understanding of I&R-specific technologies such as database and call center management programs is preferred.

- **Field Experience**

At least one year of experience in an information and referral-related field is preferred.

Education Requirement:

- Bachelor's or Master's in a related field, i.e., Nonprofit Leadership, Business Administration, or Social Work.

Key Responsibilities

- Collaborate with the Inform USA Board of Directors to develop and execute a forward-thinking strategic plan that positions Inform USA as a national leader in the I&R field, while supporting members as they navigate a complex geopolitical environment and the evolving challenges posed by technology and private sector dynamics.
- Strengthen Inform USA's role as an essential partner in I&R delivery by cultivating and maintaining strategic relationships with key stakeholders.
- Actively promote the I&R field and Inform USA's mission by communicating the organization's value, services, and products through presentations, education,

and public engagement.

- Oversee financial health and sustainability by managing budgeting processes, reviewing financial reports, collaborating with the Finance Committee and bookkeeping staff, and ensuring timely payments and compliance.
- Develop and implement funding strategies and service models that diversify revenue streams, expand impact, and generate innovative offerings to meet the evolving needs of the I&R sector.
- Honor the legacy and achievements of Inform USA in advancing the I&R profession while leading the organization into a dynamic and relevant future.
- Maintain consistent, transparent communication with the Board, members, and committees regarding operational, administrative, and strategic initiatives.
- Ensure successful execution of Inform USA's annual work plan, including organizational obligations, financial systems, staff leadership, and contract oversight.
- Foster a values-driven organizational culture rooted in inclusion, collaboration, open communication, and continuous innovation.
- Maintain and work to enhance the Inform USA brand and marketing efforts, enhancing the organization's visibility and reputation.

Work Environment:

- Inform USA is a fully remote work environment.
- A consistent, stable, internet connection is required.
- Candidates must have consistent access to a distraction-free work environment.

- This position requires travel at least four times per year or as required. Trips are generally no longer than seven days.

Salary & Benefits

The minimum salary for this position is \$118,000/year and will depend on experience and credentials. Full-time employee benefits include:

- 403b retirement plan with 4% matching contribution
- \$1,000 annual technology and office supply stipend
- Flexible working schedule
- Paid time off
- Health insurance reimbursement/stipend

EEOC Statement

Inform USA is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

Inform USA's perspective on Diversity, Equity, Access, and Inclusion

Inform USA is the driving force behind delivering quality information and referral services. Our unwavering commitment to diversity motivates us to be a beacon of belonging and embrace the richness of our human experience. Cultural intelligence and empathy are priorities in our education, training, and standards for the sector. We believe all people should feel heard and be able to access help no matter who or where they are.

Application Instructions

Interested applicants may send their resume, at least three references, and a cover letter to hr@informusa.org.