

Executive Director, North Carolina Motorsports Association & Foundation

Location: Charlotte Metro, NC

Reports to: Board of Directors, managed by the Chairman of the Board

Type: Full-Time, Exempt

Compensation: Combination of salary and bonus with a maximum annual total compensation of \$125,000

ABOUT NCMA & NCMF

The **North Carolina Motorsports Association (NCMA)** is a statewide trade association representing the motorsports industry in North Carolina—home to the highest concentration of motorsports businesses in the U.S. Its nonprofit arm, the **North Carolina Motorsports Foundation (NCMF)**, supports workforce development, education, and community engagement initiatives that sustain and grow the industry.

Together, NCMA and NCMF serve as the voice and advocate for motorsports in North Carolina, promoting economic development, legislative support, and educational opportunities.

POSITION SUMMARY

The Executive Director (ED) serves as the chief executive officer of both NCMA and NCMF, responsible for strategic leadership, operational management, financial oversight, stakeholder engagement, and advocacy. The ED will also serve as a key liaison to industry partners and the broader motorsports community.

KEY RESPONSIBILITIES

Strategic Leadership & Governance

- Develop and implement strategic plans for NCMA and NCMF in collaboration with the Board of Directors that increase our impact on the industry in North Carolina, derive more value for our members, and generate more income for the association and foundation.

- Serve as a goodwill ambassador and advocate for the motorsports industry in North Carolina, meeting frequently with industry stakeholders including motorsports suppliers, race teams and racetracks.
- Represent NCMA/NCMF at motorsports events, including attending major races such as the Daytona 500, the CC600, the WoO World Finals, the NHRA zMAX 4-Wide, and other local races, as well as attend key industry events such as the NASCAR Hall of Fame Induction Ceremony, HPX, PRI and others.
- Provide leadership and guidance for the HPX event and other major initiatives.

Board & Organizational Management

- Manage Board of Directors meetings, including agenda setting.
- Maintain bylaws, archives, and official documents for the NCMA and NCMF.
- Produce the annual NCMA and NCMF calendars and maintain regular communication with board members.

Financial Oversight

- Oversee all financial operations, including bookkeeping, accounts payable/receivable, recordkeeping, and IRS reporting.
- Prepare quarterly financial reports, and with the treasurer of the Board, present to the board members.
- Ensure compliance with nonprofit regulations.

Membership Development & Fundraising

- Grow NCMA membership and promote the value of NCMA/NCMF.
- Manage the NCMF's specialty NC license plate program.
- Develop new fundraising programs for the NCMF.
- Lead NCMF scholarship application and selection process in conjunction with the Board committee.

Communications & Marketing

- Promote awareness of the NCMA/NCMF and maintain regular correspondence with members through media, events, and outreach.
- Build a robust social media platform on LinkedIn, Facebook, Instagram, and X.
- Create a social media plan to grow followers and generate high engagement.
- Manage the NCMA twice-weekly newsletter including writing original editorial content monthly.
- Keep website content current and relevant.

Event Planning & Execution

- Oversee planning and execution of all NCMA and NCMF events, including:
 - Tribute in Motorsports Award annual banquet
 - NCMA educational seminars and mixers
 - Membership luncheons
 - NCMF fundraisers
- Manage specialty committees and vendors for event production and logistics.

Administrative & Office Management

- Manage contractors including a bookkeeper and marketing assistant.
 - Maintain all organizational documents, correspondence, and archives.
 - Respond to mail and digital inquiries in a timely and professional manner.
 - Ensure smooth day-to-day operations of the NCMA/NCMF office.
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QUALIFICATIONS

- Proven leadership experience in a nonprofit, trade association, or motorsports-related organization.
 - Strong understanding of the motorsports industry and its economic and cultural significance in North Carolina.
 - Demonstrated success in membership development, fundraising, partnership collaboration, and stakeholder engagement.
 - Excellent communication, organizational, and strategic planning skills.
 - Experience working with a Board of Directors and managing staff or volunteers.
 - Bachelor's degree preferred or equivalent experience.
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PREFERRED ATTRIBUTES

- Passion for motorsports and its role in North Carolina's identity and economy.
 - Combines big-picture thinking with a roll-up-your-sleeves mentality.
 - Entrepreneurial mindset with the ability to innovate and grow programs.
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HOW TO APPLY

Interested candidates should submit a resume, cover letter, and three professional references to David.Morton@53.com. Applications must be submitted by July 11, 2025.