



SOUTH DAKOTA NATIVE TOURISM ALLIANCE

POSITION DESCRIPTION: EXECUTIVE DIRECTOR

Status: Full-Time, Exempt

Reports To: SDNTA Board of Directors

Location: Hybrid/Remote within South Dakota; travel required

FSLA: Exempt

Compensation: Commensurate with experience

Last Revised: November 2025

POSITION SUMMARY

The Executive Director (ED) serves as the chief executive and administrative officer of the South Dakota Native Tourism Alliance (SDNTA), a 501(c)(3) nonprofit organization dedicated to assisting South Dakota Native Nations and Tribal entrepreneurs in developing tourism-related businesses and activities through collaboration, education, and partnerships, as established in the Articles of Incorporation

The Executive Director is responsible for operational leadership, program development, strategic planning, board relations, fundraising, and implementation of the Native American Tourism Development & Management Plan (NATDMP) priorities. This position leads organizational growth, maintains strong relationships with Tribal Nations and tourism partners, and ensures the development of culturally grounded, market-ready visitor experiences that support economic, cultural, and community well-being.

The ED oversees day-to-day administration, manages staff and contractors, and executes all policies and programs established by the Board, consistent with the SDNTA Bylaws (Article VIII).

GENERAL RESPONSIBILITIES

The Executive Director's responsibilities are organized into four core leadership categories:

1) BOARD GOVERNANCE

Works with the Board to fulfill SDNTA's mission.

- a. Lead and support SDNTA in a manner that guides and advances the mission and purpose defined in the Articles of Incorporation (Article 3)
- b. Serve as the primary liaison to the Board of Directors, ensuring timely, accurate communication, reporting, and information-sharing necessary for governance and decision-making.





SOUTH DAKOTA NATIVE TOURISM ALLIANCE

- c. Coordinate monthly Board meetings, annual meeting preparations, agendas, materials, and presentations, consistent with Bylaws requirements for meetings, notice, and participation (Articles IV-VI)
- d. Provide guidance to Board Committees and Action Teams (Fundraising, Programs, Tribal Relations, Advocacy) ensuring alignment with organizational goals.
- e. Support Board development, including training, volunteer coordination, succession planning, and institutional strengthening commitments.

2) FINANCIAL PERFORMANCE & RESOURCE DEVELOPMENT

Develops resources and manages finances to ensure organizational sustainability.

- a. Ensure the fiscal integrity of SDNTA by preparing and submitting an annual operating budget, monthly financial reports, and documentation required under Bylaws Article XI (Fiscal Affairs)
- b. Implement sound financial management systems that maintain positive financial standing, ensure responsible use of funds, and comply with all nonprofit standards and grant requirements.
- c. Lead SDNTA fundraising initiatives in collaboration with the Fundraising Committee, including:
 - Grant writing and grant management
 - Sponsorship development
 - Donor stewardship
 - Partnership cultivation
- d. Support audits, ensure compliance with IRS 501(c)(3) regulations, maintain required records, and safeguard organizational assets.

3) MISSION, STRATEGY & PROGRAM LEADERSHIP

Works with the Board and partners to advance SDNTA's strategic vision.

- a. Lead implementation of SDNTA's programs in alignment with the NATDMP, supporting:
 - Cultural tourism product development
 - Pilot testing tour experiences
 - Native business and entrepreneurial growth
 - Research, training, and workforce development
- b. Facilitate strategic planning processes to define annual and multi-year organizational goals.
- c. Oversee SDNTA meetings, summits, trainings, workshops, conferences, and regional or national events related to Indigenous tourism.
- d. Strengthen SDNTA's public image, visibility, and brand by representing the organization at professional, governmental, civic, private, and Tribal forums.
- e. Build and maintain collaborative relationships with:
 - Tribal Nations (all nine South Dakota Tribal Nations)
 - Native tourism entrepreneurs





SOUTH DAKOTA NATIVE TOURISM ALLIANCE

- State and federal partners
 - National tourism and Indigenous tourism networks
 - Industry, nonprofit, and educational partners
- f. Ensure all programs support economic development, cultural preservation, and community empowerment as stated in SDNTA's purpose (Articles of Incorporation, Article 3)

4) ORGANIZATIONAL OPERATIONS & ADMINISTRATION

Oversees effective administration of the organization.

- a. Manage daily operations, administration, record-keeping, and compliance, consistent with Bylaws Article VIII (Staff) and Article XI (Fiscal Affairs)
- b. Oversee hiring, supervision, development, and evaluation of staff, contractors, interns, and volunteers.
- c. Coordinate action team volunteers (program, advocacy, fundraising, tribal relations)
- d. Ensure timely delivery of program deliverables, grant obligations, and project reporting.
- e. Maintain organizational documents, including bylaws, articles of incorporation, Board records, and compliance materials (Bylaws Article XI Sections 3-4)
- f. Sign and administer all contracts, agreements, MOUs, and other legal instruments authorized by the Board, consistent with SDNTA policies.
- g. Coordinate communications, including newsletters, announcements, social media, website updates, and public information campaigns.
- h. Maintain safe, culturally informed, ethical practices that align with SDNTA values and support the sovereignty of Tribal Nations (Bylaws Article XII)

JOB REQUIREMENTS

Minimum Education and Experience

- Bachelor's degree in Communications, Public Relations, Marketing, Business Administration, Public Administration, Tourism, Indigenous Studies, or another relevant field;
OR an equivalent combination of education and at least three (3) years of progressively responsible professional experience in:
 - Economic development
 - Tourism development or cultural heritage tourism
 - Community engagement
 - Tribal government relations
 - Nonprofit program or project management
- Demonstrated experience working with Tribal Nations, including knowledge of Tribal governments, culture-based programs, and socio-economic conditions affecting Native communities in South Dakota.





SOUTH DAKOTA NATIVE TOURISM ALLIANCE

- Proven track record in managing complex projects, developing work plans, coordinating multi-stakeholder networks, and delivering on project outcomes.
- Experience in fundraising, including grant writing, grant management, sponsorship development, donor relations, or philanthropic partnership building.
- Experience organizing meetings, events, trainings, or conferences involving diverse partners from Tribal, local, state, federal, and nonprofit sectors.

Preferred Experience

- Experience working in or with Indigenous tourism organizations, Tribal enterprises, or Native-led nonprofit organizations.
- Experience developing market-ready cultural tourism products, tour itineraries, or visitor experience programming.
- Experience with 501(c)(3) nonprofit organizations, including compliance, board relations, and annual reporting.
- Familiarity with the Native American Tourism Development and Management Plan (NATDMP) or other regional tourism strategies.

Required Knowledge

- Understanding of marketing principles, tourism industry trends, and general business practices.
- Knowledge of Tribal, state, and federal government operations and intergovernmental relationships.
- Knowledge of nonprofit management principles, including budgeting, reporting, and regulatory compliance.
- Understanding of state, federal, and philanthropic grant programs, including proposal development and reporting requirements.
- Knowledge of public communications, media relations, and digital content development.

Required Skills

- Strategic planning, organizational leadership, and network coordination.
- Budgeting, financial tracking, and responsible fiscal management.
- Exceptional communication skills (verbal, written, public speaking, facilitation).
- Ability to build and maintain partnerships with:
 - Tribal Nations
 - Tourism businesses
 - State and federal agencies
 - Nonprofits and community organizations
- Strong skills in stakeholder engagement, diplomacy, negotiation, and relationship building.
- Project management skills, including:
 - Drafting work plans
 - Coordinating timelines
 - Delivering measurable outcomes





SOUTH DAKOTA NATIVE TOURISM ALLIANCE

- Use of computer software:
 - Microsoft Office (Word, Excel, PowerPoint)
 - Google Workspace
 - Virtual meeting platforms (Zoom, Teams)
 - Basic social media and website management
(All consistent with NDNTA's Skills section)

Required Abilities

- Ability to work effectively with culturally diverse communities, especially Tribal Nations and Indigenous tourism partners.
- Ability to gain the confidence of Tribal, governmental, business, and nonprofit leaders.
- Ability to motivate, inspire, and guide action team volunteers and project partners.
- Ability to work independently and manage multiple projects simultaneously.
- Ability to interpret and explain complex policies, tourism data, and economic development concepts in clear, accessible language.
- Ability to travel frequently across South Dakota, with occasional national travel.
- Ability to maintain confidentiality, professionalism, and cultural humility in all interactions.

Additional Requirements

- Must possess a valid driver's license.
- Must be able to occasionally lift materials (up to 25 lbs.) during events or trainings.
- Must be willing to work evenings or weekends for special events, conferences, and meetings.
- Must comply with SDNTA's conflict-of-interest policy, confidentiality standards, and all provisions of the SDNTA Bylaws (Article VIII – Staff)

HOW TO APPLY

Interested applicants must submit a **complete application package** to be considered. A complete application includes:

1. **Cover Letter**
 - Describe your interest in the position and your alignment with SDNTA's mission, values, and priorities.
 - Highlight relevant experience in Tribal relations, tourism, nonprofit leadership, and/or economic development.
2. **Resume or Curriculum Vitae (CV)**
 - Include education, work experience, skills, certifications, and relevant accomplishments.





SOUTH DAKOTA NATIVE TOURISM ALLIANCE

3. Responses to Supplemental Questions

Applicants must provide written responses (1-2 paragraphs each) to the following questions:

- Describe your experience working with Tribal Nations or Indigenous communities. How has that experience prepared you for this role?
- What is your understanding of Native American cultural tourism, and what do you see as the greatest opportunities for growth in South Dakota?
- Describe a time you coordinated a complex project or multi-jurisdictional collaboration. What was your role, and what was the outcome?
- Describe your experience with fundraising, grant writing, or resource development. Provide a successful example if possible.

Submission Instructions

Please email all required application materials as a single PDF or as separate attachments to:
sdnativetourismalliance@gmail.com

Subject Line: *Application – Executive Director – [Your Name]*

Applicants are responsible for ensuring that all required documents are submitted. Incomplete applications will not be considered.

Application Deadline

This position will remain **Open Until Filled**.

The **initial advertisement date is December 1, 2025**. Applicants are encouraged to apply as soon as possible, as review of applications will begin immediately and continue on a rolling basis until the position is filled.

Selection & Notification Process

- Applications will be reviewed by the SDNTA Board or designated hiring committee.
- Selected candidates will be contacted for a virtual or in-person interview.
- Additional references or documentation may be requested.
- All applicants will be notified once the position is filled.

