



The WE United Project (WE United) is a women-led non-profit organization that works to empower women and girls in Nepal by creating safe spaces to impart leadership training, life skills development and team building through dynamic sport-based activities. WE United is registered in Nepal as a not for profit entity under the Social Welfare Council (SWC) and as a 501(c)(3) organization in the United States. WE United aims to level the playing field and liberate the potential of every girl and woman through the power of sport. WE United is centered on principles of women's empowerment, equality and developing agency and equitable access to sports for all women and girls.

WE United was co-founded by Anne McGuinness and Amanda Cats-Baril who shared a passion for football and recognized the impact that sport had on their personal and professional lives. Since its founding in 2014, the WE United family has expanded to include a wide network of female players and coaches; referees; volunteers; and local businesses that support women's empowerment.

WE United was founded on the belief that sport enables women and girls to develop social networks, physical strength, self-belief, and the confidence to fully participate in any sphere of life they choose. We believe participation in sport changes how women view themselves and how others view women; therefore, contributing to a broader agenda of women's empowerment and equality.

WE United works across four impact areas:

1. WEcoach, to empower women leaders as coaches through our flagship and dynamic curriculum that helps coaches build leadership skills but also provides them with the resources to find and coach their own girls' team
2. WEplay, to create safe spaces for play at all levels through tournaments, leagues and regular training sessions
3. WEchallenge, to challenge gender stereotypes and norms through collecting and sharing statistics and research that counter prevalent stereotypes
4. WEconnect to build local and global communities of support through the development of networks and platforms to bring people together

WE United works tirelessly towards ensuring more girls and women have opportunities to exercise their right to play in safe spaces. Through our four key impact areas (#WEcoach, #WEplay, #WEchallenge, and #WEconnect), we seek to transform sport into a more inclusive and equitable space and also to challenge and inspire communities and other stakeholders to re-imagine the possibilities of women in sports -- how women can change sports, and be changed by them. Learn more at <https://theweunitedproject.com/>





Position: Executive Director

Location: Kathmandu, Nepal

Position Type: Full-time

Reports to: Co-founders and Board of Directors

Application Deadline: April 20, 2026 ; **Clarification Deadline:** April 11, 2026

Start Date: May 2026

Early applications encouraged

A. Leadership Opportunity

WE United is seeking a dynamic and committed Executive Director to lead the organization into its next phase of growth and impact.

Reporting to the Management Team and Board of Directors, the Executive Director will provide overall strategic, programmatic, operational, and financial leadership for the organization. The role will be responsible for strengthening institutional systems, ensuring strong program implementation, building partnerships, mobilizing resources, and representing WE United both in Nepal and internationally.

B. Key Responsibilities

a. Organizational Leadership and Governance

- i. Provide overall leadership and strategic direction for the organization
- ii. Work closely with the Board of Directors and Co-founders to guide WE United's growth
- iii. Ensure compliance with all legal, regulatory, and statutory requirements in Nepal and the U.S.
- iv. Convene board meetings and support governance processes
- v. Produce and publish WE United's Annual Impact Report

b. Resource Mobilization, Fundraising and Partnership Development

- i. Develop a diversified and sustainable funding strategy
- ii. Lead grant writing and fundraising efforts, including institutional grants and crowdfunding campaigns
- iii. Build and maintain partnerships with donors, foundations, corporate partners, and other stakeholders
- iv. Explore opportunities for earned income initiatives



- c. Financial Management and Accountability
 - i. Strengthen budgeting, financial planning, and reporting systems
 - ii. Ensure transparent, well-documented, and auditable financial procedures
 - iii. Oversee annual financial audits and implement audit recommendations
 - iv. Monitor the financial health, cash flow and sustainability of the organization
 - v. Ensure full compliance with all legal, regulatory, and statutory requirements in Nepal and internationally (including registration, taxation, labor laws, and reporting obligations)
 - vi. Establish and enforce internal controls and financial policies to minimize risk and ensure accountability
- d. Human Resources and Team Leadership
 - i. Lead and supervise staff to ensure a collaborative and motivated team
 - ii. Oversee recruitment, onboarding, and professional development of staff and interns
 - iii. Implement HR policies and performance management systems
 - iv. Foster an organizational culture rooted in equity, collaboration, and accountability
- e. Programs and Strategic Growth
 - i. Oversee implementation, quality and impact of WE United's programs and events
 - ii. Ensure the continuity and sustainability of WE United's flagship and legacy programs, maintaining their core vision, quality, and long-term impact
 - iii. Ensure all programs align with safeguarding, gender equity, and child protection standards
 - iv. Lead strategic planning processes and guide the organization's long-term growth
 - v. Identify opportunities to expand programs, deepen impact and extend geographic reach
 - vi. Develop pathways for program innovation while preserving the integrity and success of existing initiatives
- f. Communications and Representation
 - i. Serve as the primary spokesperson for WE United in Nepal and internationally
 - ii. Strengthen the organization's visibility through media, storytelling, and strategic communications
 - iii. Oversee WE United's digital platforms and public engagement



- iv. Represent WE United at meetings, events, and forums

C. Qualifications and Experience

- a. Minimum 5 years of leadership or senior management experience, preferably in the nonprofit, social impact, or development sector
- b. Demonstrated experience in fundraising, partnerships, or grant management
- c. Strong understanding and passion for gender equity, youth development, or sport for development is highly desirable
- d. Proven experience in team leadership and organizational management
- e. Strong communication and relationship-building skills
- f. Self-motivated and ability to work independently while collaborating with a small but diverse team
- g. Excellent written and spoken English (Nepali proficiency strongly preferred)

D. What WE United Offers

- a. Opportunity to lead a growing organization advancing gender equity through sport
- b. Work with a passionate national and international network of partners
- c. Meaningful impact in the lives of girls and young women across Nepal
- d. Competitive salary

E. How to Apply: Interested candidates should submit the following:

- a. CV or resume
- b. A short cover letter outlining interest in the position

Applications should be sent to: namaste@theweunitedproject.com

Subject line: **Application – Executive Director**

