

## LEADERSHIP JOB DESCRIPTION

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**POSITION TITLE:** *Chief Executive Officer*

### **POSITION DESCRIPTION:**

Serves as the chief staff executive, responsible to the Board of Directors for the effective conduct of the affairs of the association. Recommends and participates in board formulation of association mission, goals, and objectives and related policies. Within that framework plans, organizes, coordinates, controls, and directs the staff, programs, and activities of the association.

### **Responsibilities**

#### Programs/Tasks

- Ensures that the Board of Directors, Executive Committee, and Officers are fully informed of association conditions and of all important factors influencing them.
- Attends all meetings of the Board of Directors and Executive Committee.
- Plans, formulates, and recommends for the approval of the Board of Directors basic policies and programs that will further association objectives.
- Executes all decisions of the Board of Directors except when directors specifically make other assignments.
- Develops specific administrative policies, procedures, and programs to implement the general policies of the Board of Directors.
- Establishes a sound organizational structure for the headquarters office.
- Plans the general administration of the entire association operation.
- Represents the association in any and all local government matters affecting the real estate industry and/or directs appropriate staff, volunteers, and related entities.
- Directs and coordinates all approved staff programs, projects, and major activities.

- Recruits, hires, and trains all association personnel including responsibility for promotions, and terminations.
- Defines staff duties, establishes performance standards, conducts performance reviews, and maintains competitive salary structure.
- Provides the necessary liaison and staff support to committee chairmen to enable committees to properly perform their functions, ensures that committee decisions and recommendations are submitted to the Board of Directors for approval.
- Executes contracts and commitments as authorized by the Board of Directors or within established policies.
- Promotes interest and active participation in association activities to membership and local/chapter groups, and reports association activities through the association communications media.
- Maintains effective relationships with other organizations, both public and private, and ensures that association and membership positions are enhanced in accordance with the policies and objectives of the organization.
- Ensures that all funds, physical assets, and other association property are appropriately safeguarded and administered; operates within the approved budget.
- Plans, coordinates, and conducts public relations programs to enhance public acceptance of the industry.
- Serves as supervising editor of all association communication vehicles.
- Conducts research and related projects on subjects deemed of importance to the membership and prepares and publishes the results.
- Develops and/or identifies education programs to advance the professional, technical, and managerial skills of the membership, operating within the budget and program objectives as instructed by the Board of Directors.
- Plans, organizes and directs membership promotion and retention programs, and evaluates results and recommends policies, procedures, and actions to achieve membership goals.
- Collects dues and terminates delinquent memberships in accordance with NAR policy.
- Plans and coordinates the annual membership meeting.
- Manages the finances of the association, including executing applicable investment policies, preparing an annual operating budget and effectively providing long-range forecasts of financial needs.

- Exercises control of budget and all arrangements to meet financial objectives.
- Maintains official minutes of the Board of Directors and other official association meetings.
- Provides security for all files, legal and historical documents, and membership and mailing lists.
- Plans, promotes, and administers all official association meetings.
- Plans, supervises, and executes all communications to membership, including newsletters, general mailings, news releases, electronic messaging, social networking and so forth.
- Acts as a direct liaison with the State and National Associations.
- Acts as association spokesperson when assigned or when association officers are unavailable.
- Serves on state and national committees as appointed.
- Carries out other general responsibilities as officers and Board of Directors may specify.
- Is an ex-officio, non-voting, member of the executive committee and the Board of Directors.

## **Relationships**

- Establishes positive working communications of mutual respect with the following:
  - Leadership of the Local, State, and/or National associations.
  - Executive officers and elected secretaries of other associations.
  - Association counsel and other professional service providers.
  - Appropriate local government officials.
  - Association staff.
  - Leadership of subordinate or allied groups and organizations.

## **Performance Standards**

Performance standards for this position are attained when the following are completed:

- The policies offered for consideration by the association are forward-looking and add to the constructive growth of the association's influence.
- Officers, committee chairmen, and other association leaders are fully informed as to the activities and plans in their particular areas.
- Reports and projects are completed within appropriate timeframes and are reflective of the highest quality standards.
- The headquarters office is efficiently and effectively organized for the maximum benefit of the association.
- Programs of the association are well managed through planning, organization, coordination, and control.
- Staff members are efficiently and effectively managed to the maximum benefit of the association; the staff is of the highest quality possible.
- Committee liaison is supported, timely, and effective.
- Association educational programs are progressive and add to the needed expertise of the member in various fields.
- Association meetings are efficiently planned, organized, and executed.
- Communications of the association's purpose, programs, and activities penetrate to the target level of members as planned.
- Lobbying activities on behalf of the association are as effective as or more successful than usual.
- Contact and support of the association is appropriate and responsive.
- Speeches on behalf of the association are well received, present the association's message in a positive, productive light.