

PPAI JOB DESCRIPTION

Job Title: Regional Association Executive Director for SAAC (Specialty Advertising Association of California)

Brief Summary of Position

The Regional Association Executive Director (ED) is the chief paid executive officer of SAAC and is responsible for overall strategic management, tactical administration and operation of SAAC headquarters and staff. The ED plans and coordinates all implementation of strategic and special projects in conjunction with the board of directors, including the financial affairs of SAAC. The ED must ensure that SAAC remains mission driven in accordance with their governing documents. Regardless of volunteer leadership, the ED must be able to function in any atmosphere, keep a neutral position while presenting the pros and cons of an issue, and know when to call on the loyalists to get involved.

Qualifications include vision, commitment and leadership. The ability to articulate the organization's views and deal well with diverse viewpoints.

The ED will work cooperatively with PPAI Regional Relations Manager and to develop procedures to support the management of the regional association leveraging the current PPAI staff and infrastructure. The ED will be encouraged and supported in pursuing personal professional development to obtain a professional CAE accreditation.

Essential Functions and Key Responsibilities to Regional Association:

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1. Drive and manage governance matters of the regional association with the regional Board of Directors including:
 - a. Ensuring association governance procedure is being adhered to
 - b. Working with the regional association President to plan and schedule meetings, create agendas and providing updates to the BOD for ongoing projects.
 - c. Attend all board meetings (4 annually), (2019 Board meeting dates: March 1, June 7, Sept 13, Dec 6)
 - d. Participate in the following as planned and requested: Executive Committee Meetings, Task Force, Past Presidents, Finance Committee, and member invited strategic planning meetings
 - e. Distribute the meeting notice, minutes and financials two weeks prior to the meeting date
 - f. Draft board meeting minutes for approval by the board at the next meeting
 - g. Coordinate with the board to establish direction and policies consistent with the current budget
 - h. Maintain contacts with other industry groups, and attend their meetings as instructed by the board
2. Work with Board of Directors to nurture and grow membership of the association. Duties include but are not limited to:
 - a. Work to expand the SAAC membership roster
 - b. Coordinate timely updates to the membership database
 - c. Oversees yearly dues billing and reminders

- d. Provide prompt response to member and nonmember inquiries
- 3. Oversees marketing initiatives including:
 - a. Maintaining the association website content
 - b. creating and solidifying association branding
 - c. focusing on continuity in messaging
 - d. managing the production of association publications
- 4. Coordinates all aspects of association events with collaboration from the BOD with focus on:
 - a. Providing well-attended, financially productive events
 - b. Delivering the mission of the association at all events
 - c. Communicating appropriately with all members and event attendees about schedule of events
 - d. Coordinate and plan the annual calendar of events
- 5. Oversee and manage all financial matters for the association in conjunction with the Board Treasurer including:
 - a. Ensuring the regional association is operating within pre-established budgets
 - b. Developing yearly budgets with the board of directors to approve
 - c. Maintaining the business accounts with transparency to the BOD
 - d. Overseeing daily functions, paying bills, employees, making deposits
 - e. Focusing on new revenue streams to increase financial health
 - f. Working with contracted accountant to ensure the association is compliant with all federal and state requirements and tax filings are completed
 - g. Maintain association insurance for events and the BOD
 - h. Provide regular reports, normally in conjunction with BOD meetings
- 6. Oversee Association governance documents including bylaws and policies and procedures
- 7. Oversee SAAC assets and infrastructure
- 8. Supervise administrative staff to maximize the efficiency of operational procedure
- 9. Works to advance advocacy initiatives into association messaging including but not limited to PPWW, Get In Touch, and Government Relation Matters.
- 10. Oversee any additional association initiatives as directed by the Board (ie. collaboration with the SAAC Foundation and other scholarship programs)

PPAI Association Wide Responsibilities & Values: (expectations of everyone)

- 1. Provide honest and ongoing communication as needed to support success throughout the organization
- 2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
- 3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
- 4. Be fair, consistent and supportive of leaders, staff, board members and vendors
- 5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
- 6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole

Physical Requirements:

- *Travel: Travel to regional associations as needed. Approximately quarterly-bi-monthly and to PPAI EXPO
- *Sitting: 8 hour/ day in office/ 0% at show
- *Standing: minimal in office/ 100% at show
- *Lifting up to 50 pounds (luggage and gear for travel)
- *Pushing/Pulling: up to 50 pounds as needed
- *Bending/Stooping: in frequent
- *Extended work hours, extended weeks (endurance requirement): must be able to travel for up to two weeks with accoutrements: yes