



## Job Description

<b>Position Title:</b>	Executive Vice President
<b>Reports To:</b>	NCNLA Board of Directors
<b>FLSA Category:</b>	Exempt
<b>Organization Level:</b>	Chief Staff Executive

### POSITION OVERVIEW

The Executive Vice President of the North Carolina Nursery & Landscape Association (NCNLA) is responsible for the successful leadership and management of the organization according to the strategic direction set by the Board of Directors. Directs all administrative and operational activities and programs in support of the mission of NCNLA to assure that the association's objectives are achieved and member needs are met. The Executive Vice President reports to the NCNLA Board of Directors and supervises NCNLA staff.

### BACKGROUND REQUIREMENTS OF INCUMBENT:

<b>Education:</b>	Four-year degree required. Post-graduate degree preferred.
<b>Skills:</b>	A dynamic individual with strong interpersonal, marketing, financial and management skills. Excellent written and oral communication skills and ability to represent association with excellence among the business members NCNLA serves. Demonstrated knowledge of leadership and management principles as they relate to non-profit/volunteer organizations. Knowledge of human resources, financial and project management.
<b>Relevant Experience:</b>	Ten to fifteen years experience, with five to seven years of senior management experience in a trade association or related setting. Experience with the nursery and landscape industry preferred. Advocacy experience with legislative and governmental agencies, marketing experience and experience building partnerships a plus.

**SUPERVISION REQUIRED:** Position requires minimal supervision. Strategic direction is received from the NCNLA Board of Directors. This position functions on an independent level based on current policies, activities and strategic plan to achieve the association's objectives.

**SUPERVISORY RESPONSIBILITIES:** This position supervises all NCNLA staff.

**AVAILABILITY OF QUALIFIED PERSONNEL:** This position should be filled within three to four months if vacated.

**POSITION RELATIONSHIPS:**

**Membership:** Significant contact with the membership.

**Governing Structure:** Significant contact with NCNLA Board of Directors, especially the NCNLA Executive Committee. Additionally serves as staff liaison to select segment councils and committees.

**Government:** Significant contact with federal and state agencies, legislators and regulators.

**Public:** Serves as primary spokesperson for the organization to the general public.

**Other Organizations:** Significant contact with external organizations, including service on various boards and committees of affiliated organizations in order to obtain and maintain effective representation for all NCNLA members.

**Association Office Personnel:** Significant contact with NCNLA staff members to accomplish the goals and objectives of the organization.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

**Leadership**

- Participating with the Board of Directors in developing a vision and strategic plan to guide the organization;
- Identifying, assessing, and informing the Board of Directors of internal and external issues that affect the organization;
- Acting as a professional advisor to the Board of Director on all aspects of the organization's activities;
- In addition to the President, acting as a spokesperson for the organization;
- Conducting official correspondence on behalf of the Board as appropriate and jointly with the Board when appropriate;
- Representing the organization at industry events to enhance the organization's profile.

**Operational Planning and Management**

- Developing an operational plan which incorporates goals and objectives that work towards the strategic direction of the organization;
- Ensuring that the operation of the organization meets the expectations of its members and Board;

- Overseeing the efficient and effective day-to-day operation of the organization;
- Providing support to committees and makes certain that committee decisions and recommendations are submitted to the Board of Directors for action;
- Providing support to the Board by preparing meeting agenda and supporting materials.

### **Program Planning and Management**

- Overseeing the planning, implementation and evaluation of the organization's programs and services;
- Ensuring that the programs and services offered by the organization contribute to the organizations mission and reflect the priorities of the Board;
- Providing overall management of two trade shows and coordinates staff responsibilities in planning, conducting, and evaluating these trade shows;
- Coordinating educational and certification programs with staff to enhance the professional skills of the membership;
- Monitoring the day-to-day delivery of the programs and services of the organization to maintain or improve quality.

### **Project and Grant Management**

- Overseeing the planning, implementation, execution and evaluation of special projects that benefit the NC green industry;
- Managing and coordinating all aspects of the new patented plant introductions to maximize benefits to members and revenue to NCNLA;
- Seeking out sources of grant funding that will benefit NCNLA and the green industry, writing grant applications, and coordinate management of grant projects;
- Performing other duties as directed from time to time by the Board of Directors.

### **Advocacy**

- Establishing good working relationships and collaborative arrangements with other green industry groups, academic institutions, governmental agencies, politicians, and other organizations to help achieve the goals of the organization;
- Serving on the NC Green Industry Council board and actively participate in lobbying efforts to benefit the NC green industry;
- Communicating with NCNLA members to enlist their support and involvement with issues that impact the industry.

### **Member Relations**

- Maintaining and developing membership services and programming;
- Communicating with NCNLA members to keep them informed of the work of the organization and to identify needs of members and potential members. Promoting the benefits of membership;
- Developing and coordinating member recruitment from all segments of the NC green industry.

### **Human Resources Planning and Management**

- Determining staffing requirements for organizational management and program delivery;
- Overseeing the implementation of the human resources policies, procedures and practices including the development of job description for all staff;
- Establishing a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations;
- Recruiting, interviewing and selecting staff that have the right technical and personal abilities to help further the organization's mission;
- Ensuring that all staff receives an orientation to the organization and that appropriate training is provided;
- Implementing a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review;
- Coaching and mentoring staff as appropriate to improve performance;
- Disciplining staff when necessary using appropriate techniques; releasing staff when necessary using appropriate and legally defensible procedures.

### **Financial Planning and Management**

- Working with staff and the Board (Finance Committee) to prepare a comprehensive budget;
- Working with the Board to secure adequate funding for the operation of the organization through membership dues, trade show and other event registration fees, advertisement sales, and sponsorships;
- Generating and developing new opportunities for non-dues revenue for NCNLA, within established Board policy;
- Ensuring that sound bookkeeping and accounting procedures are followed;
- Administering the funds of the organization according to the approved budget and monitor the monthly cash flow of the organization;
- Providing the Board with comprehensive, regular reports on the revenues and expenditure of the organization;
- Ensuring that the organization complies with all legislation covering taxation and withholding payments.

### **Risk Management**

- Identifying and evaluating the risks to the organization's people (clients, staff, management, and volunteers), property, finances, goodwill, and image and implement measures to control risks;
- Ensuring that the Board of Directors and the organization carries appropriate and adequate insurance coverage.

***NCNLA is an equal opportunity employer***