

Certified Horsemanship Association
EXECUTIVE DIRECTOR POSITION DESCRIPTION

12/20/22

Accountable To: CHA Personnel Committee – President Triad (President, President Elect & Past President)

Position Description: The Executive Director is an exempt position that is responsible for the consistent achievement of the mission of Certified Horsemanship Association (CHA). He/she will develop the Organizational Plan, oversee all fiscal activities, and work closely with the Board of Directors and staff to implement the policies, plans, and programs of CHA.

Position Responsibilities:

1. Organizational Development

- Provide leadership within the organization and set goals in accordance with the mission statement and evaluate current effectiveness.
- Maintain the integrity and high-quality profile of the organization.
- Identify the needs of the membership, board and staff and encourage a collaborative work environment.
- Plan and prepare the organization for changes due to restructuring and growth.
- Share and embody the CHA mission with all staff, members, and associates.

2. Fiscal Management

- Work with the Finance Committee & CHA staff in preparing the annual budget for the organization.
- Oversee allocation of expenditures among programs, management, and marketing.
- Work with accountants on CHA financial audits and tax returns.
- Work with investment manager on CHA plan on a quarterly basis.

3. Board Relations

- Serve as staff liaison to the Board and attend all Board Meetings to report on operations and progress towards objectives. Assigns and oversees staff members as liaisons to each Board Committee.
- Implement policies approved by the Board and documented in the Administrative Manual.
- Inform the Executive Committee and Board of current issues and opportunities.
- Provide Board with information needed to help them make policy decisions.
- Assure the officers and Board receive reminders for meetings and ongoing projects in conjunction with Secretary & Membership Support staff.

4. Community and Public Relations

- Represent CHA and relate to its members, staff, and associates in a professional manner.
- Promote a highly visible and positive public image of CHA and its work.
- Maintain awareness and knowledge of the horse industry, especially in areas relating to CHA.
- Travel as requested to promote CHA and support industry connections at trade shows, conventions, etc.

5. Membership Support

- Be aware of customer service activities and work to meet all membership needs.
- Guide volunteer regional directors
 1. Supervise RDs and recruit new RDs as needed
 2. Keep RDs up to date on clinic requirements, clinic activities and problems within their region
 3. Support RDs in planning and implementation of regional conferences and attend as budget allows
- Review all material to be distributed or made available to the membership.
- Present the State-of-the-Office report to the membership at the annual meeting.
- Negotiate grievances involving business between the membership and CHA and its staff.
- Provide interpretation of standards and policies to the membership as requested.

6. Personnel Administration

- Responsible for recruitment, training, and annual review of employees.
- Ensure personnel policies and practices meet all applicable employment laws.
- Assure appropriate compensation and benefit packages are in place.
- Work with insurance providers as pertains to personnel matters.
- Establish operational goals and deal with human resource issues as they arise.
- Establish and implement staff educational, training and development plans.
- Responsible for overseeing contracted positions/work.
- Travel to Corporate office as needed to support on-site staff.

7. Marketing

- Develop and implement yearly goals to attract corporate sponsors and maintenance of these partnerships.
- Industry relations – establishing partnerships with like organizations in the horse industry and negotiating contracts and maintenance of these partnerships.
- Facilitate, negotiate and manage contracts with various marketing agencies to fulfill marketing requirements.
- Placing media buys for CHA
- Create fundraising and membership campaigns by developing materials and dissemination.
- Manage writing of press releases and ad copy and gets them into the hands of the media.
- Serve as editor of The Instructor magazine: including writing, coordinating ad placement, securing photos, working with writers and photographers and the printer and graphic designer.
- Responsible for content of CHA monthly e-blasts
- Creates text and secures photos for marketing pieces including brochures, forms, etc.
- Plans and facilitates CHA trade show events and helps regional directors with regional conferences
- Coordinator for the annual conference along with “Conference Committee” to secure speakers and sponsors. Negotiate contracts with the host facility and hotel. Putting together the speakers/sessions, event program, buying awards, working to get award winners selected, etc.
- Oversee Social Media platforms – FaceBook, Twitter, LinkedIn, YouTube, etc.

Job Qualifications:

1. Minimum 5 years of experience working in the non-profit sector with ability to direct the operations of a 501(c)(3) corporation to ensure compliance with regulatory requirements.
2. Experience in working with a Board of Directors and in managing volunteers.
3. Undergraduate and/or Graduate degree in Communications, Non-Profit Management, Business or minimum of 5 years of experience in communications, non-profit management, business, etc.
4. Have a proven record of fund raising for not-for-profits.
5. Proficient in computer and internet skills including word processing.
6. Familiarized with financial statements and budget procedures.
7. Strong communication skills, public relations both verbal and written.
8. Demonstrated administrative and clerical skills.
9. Extensive knowledge of the equine industry.
10. Familiarity with CHA and its programs.

Other Requirements:

1. Must be able to travel for the association including annual International Conference, all board meetings and other industry events as needed