

TITLE: Chief Executive Officer (CEO) Role Description	Approved: August 2016	Policy: 2.7
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Policy

The AMSN Chief Executive Officer is appointed by the association management company according to the management agreement.

The CEO is responsible for overseeing all organizational operations and working with the Board of Directors to establish strategic direction and fulfill the mission, vision, and goals of AMSN.

Qualifications

- Licensed Registered Nurse.
- Master's degree in nursing, health care, business, education, or related field; Doctorate preferred.
- Certified Association Executive (CAE) credential or commitment to obtain the CAE when eligible.
- Seven or more years of progressively responsible experience as a leader in professional associations including experience in strategic thinking/planning and leading strategic initiatives.
- Management or higher level administrative experience in work setting or nonprofit entity.
- Financial management experience (e.g., develop and manage budgets, analyze financial reports).
- Well-developed analytical, critical, and systems thinking skills.
- Excellent writing, public speaking, and interpersonal skills.
- Effective in building and maintaining strong board-staff partnerships.
- Strong skills in team-building, coaching, mentoring, and developing board members, other volunteers, and staff.

Responsibilities

Strategic Thinking and Planning

1. Uses strategic and systems thinking to focus on the vision, mission, and strategic direction of AMSN. Ensures alignment of all programs, services, and resources.
2. Works collaboratively with the board in developing strategic plans. Collaborates with volunteers and staff in implementing strategic initiatives and evaluating outcomes.
3. Understands and communicates the mission and strategic direction to members, volunteers, staff, and external entities.
4. Maintains consistency in implementing the strategic plan as board turnover occurs.
5. Scans the environment for opportunities and challenges. Accurately informs the board on the status of AMSN, programs, services, and external influences. Brings meaningful information and data-based evidence to the board on significant issues.
6. Collaborates with the board in assessing evolving member needs and satisfaction with member benefits, programs, and services.

7. Communicates initiatives of other organizations and benchmarking data to compare and enhance organizational performance.
8. Recommends appropriate programs, services, and policies to the board for consideration. Oversees the implementation of all programs and services.
9. Identifies and implements strategic partnerships with external entities to position AMSN to expand its influence and visibility.
10. Incorporates the strategic message in all communications and coaches all staff to fulfill the value promise.
11. Directs the integration of the AMSN brand in all programs, services, and activities to reinforce the association's value.

Board and Volunteer Relations

Board

1. Serves as the principal professional resource and advisor to the board in leading and managing AMSN.
2. Maintains consistent and timely communication with the president, executive team, and board regarding the status of AMSN, pertinent operations, and external relations.
3. Provides recommendations for new initiatives, alternatives and solutions to issues, and the legal/ethical ramifications of decisions.
4. Provides timely information when unacceptable situations occur, along with strategies for dealing with them.
5. Recognizes, apprises, and advises the board and other leaders of changing outside influences that may influence decisions.
6. Identifies and analyzes the need for policy development and revision, and implements approved policies.
7. Reports progress of all programs and responsibilities to the board. Provides verbal and written reports to the board as requested and as appropriate.
8. Provides the tools and information needed by the board to fulfill its fiduciary duties.
9. States opinions and rationales on issues. Supports and enacts all board decisions.
10. Assists the board in developing and implementing charters for new initiatives.
11. Along with the board, maintains a strong, mutually beneficial collaboration with its affiliating certification body, the Medical-Surgical Nursing Certification Board.
12. Builds and maintains strategic collaborations with external organizations to further the mission and goals of AMSN.
13. Collaborates with the president in encouraging board engagement and providing board orientation and ongoing board development activities.
14. Builds a team environment among the board and staff to ensure a trusting and productive partnership.
15. Works in close partnership with the board president in achieving a positive and productive experience in the position. Assists the president in establishing board meeting agendas and leading productive board meetings, engaging/coaching board members, and creating win-win solutions to issues and problems. Assists the president in professional writing for internal and external correspondence.
The president serves as the chief spokesperson for AMSN. The CEO is the staff liaison with all external groups (e.g., corporations, suppliers, accountant, attorney, publishers, etc.).
16. Assumes responsibilities delegated by the president or Board of Directors.

Volunteers

1. Ensures an effective volunteer management program. Promotes access to volunteer opportunities.
2. Provides the necessary support that enables volunteers, volunteer units, and organizational representatives to perform their roles efficiently and effectively.

3. Creates ways for volunteers to contribute to key initiatives.
4. Participates in the orientation of new volunteers and the ongoing leadership development of existing volunteers.
5. Provides a staff liaison to work with all volunteer units, chairpersons, and the board liaisons to ensure sound association management advice and assistance.
6. Participates in the annual evaluation of volunteer performance.

Operations and Staff Management

1. Oversees the day-to-day activities of the National Office staff and assures that services are provided in accordance with contractual agreements and sound business practices.
2. Analyzes, synthesizes, and integrates evidence-based information to effectively identify problems and recommend/implement solutions.
3. Assures compliance with appropriate laws, regulations, and standards of professional conduct.
4. Assures development, implementation, monitoring, and revision of a marketing plan for AMSN to include marketing for membership, programs and services, and the overall association and its brand.
5. Ensures that members are informed of the strategic direction, programs, services, membership benefits, and volunteer opportunities.
6. Develops, recommends, implements, and manages membership recruitment and retention.
7. Identifies and prioritizes required information technology services to support the demand for information/data specific to operations and strategic plan initiatives. Uses appropriate technology to disseminate information.
8. Maintains a secure system for keeping all AMSN files and documents.
9. Maintains policies, procedures, and resources to support chapters.
10. Appoints, manages, evaluates, disciplines, and terminates all management company staff that provide services to AMSN.
11. Provides direction, empowers, coaches, and communicates performance expectations and accountabilities to staff.
12. Ensures that staff has the knowledge and competence to perform their assigned roles. Oversees staff orientation and ongoing education.
13. Directs activities and manages contracts for all contracted individuals and paid consultants.
14. Establishes a work environment to foster teamwork, open, efficient, and timely communication, efficiency, and effectiveness.
15. Evaluates service needs and proposes increases in staff hours based on supporting rationale.
16. Recognizes areas for quality improvement (QI) and directs QI initiatives.
17. Represents AMSN at external meetings in a positive, informed, and professional manner. Promotes the role and work of AMSN to external stakeholders
18. Conducts all business in an ethical and legal manner. Obtains legal counsel on appropriate matters.
19. Initiates, negotiates, reviews, secures, and implements all contracts for various outside organizations and suppliers. Serves as the signatory on all contracts.
20. Recommends, reviews, and implements risk management practices and adequate insurance coverages.
21. Ensures adequate space for all official meeting functions.
22. Reviews role description annually and proposes changes to the Board of Directors.

Fiscal Management

1. Manages the overall finances to advance the mission and strategic plan, and collaborates with the board to maintain financial health and stability.

2. Prepares the annual operating budget, convention budget, and any other program budgets in collaboration with the treasurer. Submits the budgets to the board for approval.
3. Manages the financial transactions, reviews budget and other financial reports, and communicates any significant variances to the treasurer and board.
4. Provides clear, transparent, and accurate financial reporting to the board, staff, members, and the public.
5. Oversees the dissemination of monthly financial statements to the treasurer and quarterly financial reports to the board.
6. Manages AMSN resources in a cost efficient manner and within budget parameters.
7. Analyzes economic conditions and other external factors to effectively guide financial planning, investments, and financial performance.
8. Recommends changes in fiscal policy, and ways to increase revenues and decrease expenses.
9. Reviews financial implications of all proposed programs, services, projects, initiatives, and contracts. Informs the board of any concerns or recommendations.
10. Evaluates programs, services, and product lines to ensure financial resources are aligned with priorities and mission.
11. Performs special analyses of financial matters as appropriate or directed by the board.
12. Ensures that finances are reviewed annually by an independent accounting firm and appropriate state and federal tax filings are completed and submitted on a timely basis.
13. Facilitates financial growth through an appropriate, board approved investment policy and independent investment advisor. Works collaboratively with the investment advisor to manage the investment policy and provide timely reports to the board.
14. Provides a new treasurer orientation in collaboration with the comptroller and investment advisor. Provides ongoing education to the board with regard to their fiscal responsibilities and interpreting/analyzing financial reports.

Meetings

1. Attends all BOD meetings (approx. 4 per year).
2. Attends the AMSN annual convention.
3. Attends all conference calls (approx. 3 per month).
4. Attends external meetings as requested and approved (e.g, ASAE CEO Symposium with president-elect, ANA Organizational Affiliates meeting, Nursing Organizations Alliance meeting).

Tenure

Appointed by association management company.

History		
Origination Date: October 1996	Revision Dates: March 2003 March 2005 January 2006 August 2016	