



Chief Executive Officer Role Description

The MSNCB 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 MSNCB.

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.
- General knowledge of certification and credentialing preferred.
- 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 MSNCB. 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 certificants, 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 MSNCB, 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 stakeholder needs and satisfaction with certificant 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 MSNCB to expand its influence and visibility.
10. Directs the integration of the MSNCB brand in all programs, services, and activities to reinforce the organization's value.
11. Coaches board and staff to incorporate the strategic message in all communications.

Board and Volunteer Relations

Board

1. Serves as the principal professional resource and advisor to the board in leading and managing MSNCB.
2. Maintains consistent and timely communication with the president and board regarding the status of MSNCB, 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. Along with the board, maintains a strong, mutually beneficial collaboration with its affiliating membership organization, the Academy of Medical-Surgical Nurses.
11. Builds and maintains strategic collaborations with external organizations to further the mission and goals of MSNCB.
12. Collaborates with the president in encouraging board engagement and providing board orientation and ongoing board development activities.
13. Builds a team environment among the board and staff to ensure a trusting and productive partnership.
14. 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 MSNCB. The CEO is the staff liaison with all external groups (e.g., testing agency, suppliers, investment advisor, accountant, attorney, etc.).
15. 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 and volunteer units to perform their roles efficiently and effectively.
3. Provides a staff liaison to work with all volunteer units, chairpersons, and the board liaisons to ensure sound organizational management advice and assistance.

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. Ensures compliance with the accreditation standards of the American Board for Specialty Nursing Certification (ABSNC). Directs and oversees the completion of ABSNC applications for accreditation and reaccreditation of the certification programs.
5. Assures development, implementation, monitoring, and revision of a marketing plan for MSNCB and its programs.
6. 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.
7. Maintains a secure system for keeping all MSNCB and certificant files and documents.
8. Appoints, manages, evaluates, disciplines, and terminates all management company staff that provide services to MSNCB.
9. Provides direction, empowers, coaches, and communicates performance expectations and accountabilities to staff.
10. Ensures that staff members have the knowledge and competence to perform their assigned roles. Oversees staff orientation and ongoing education.
11. Directs activities and manages contracts for all contracted individuals and paid consultants.
12. Establishes a work environment to foster teamwork, open, efficient, and timely communication, efficiency, and effectiveness.
13. Evaluates service needs and proposes increases in staff hours based on supporting rationale.
14. Recognizes areas for quality improvement (QI) and directs QI initiatives.
15. Represents MSNCB at external meetings in a positive, informed, and professional manner. Promotes the role and work of MSNCB to external stakeholders.
16. Conducts all business in an ethical and legal manner. Obtains legal counsel on appropriate matters.
17. Initiates, negotiates, reviews, secures, and implements all contracts for various outside organizations and suppliers. Serves as the signatory on all contracts.
18. Recommends, reviews, and implements risk management practices and adequate insurance coverages.
19. Ensures adequate space for all official meeting functions.

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 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, and the public.
5. Oversees the dissemination of monthly financial statements to the treasurer and periodic financial reports to the board.
6. Manages MSNCB 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.

Tenure

By contract, negotiated and approved by the board of directors, signed by the President.

Meeting Expectations

Annual AMSN convention and all board meetings as requested by the President. Also attends the ASAE CEO Symposium with the president-elect and ABNS meetings.

History

Origination Date: August 2005	Review Dates: April 2006	Revision Dates: May 2008 February 2016 March 2010 August 2016 April 2013	Formerly:
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