BETTER BUSINESS BUREAU of Central & Eastern, KY

PRESIDENT / CHIEF EXECUTIVE OFFICER*

BACKGROUND

Located in Lexington, Kentucky, the Better Business Bureau of Central & Eastern Kentucky was founded over 60 years ago and is a private non-profit (501-c-6) business association focused on promoting positive relationships between the business community and the public, through educational initiatives, dispute resolution, and voluntary self-regulation. We have a staff of 8 professionals and service 64 counties in Central and Eastern Kentucky.

Our BBB is long standing and well respected in the community.

POSITION

Reporting to the Board of Directors and working with a committed Executive Committee, the President / CEO will have responsibility for implementation of strategic direction, operational, management and business development activities with the BBB. He or she will be the public face of the organization and be responsible for the corporate brand, community and peer group relationships, advocacy efforts, and most importantly, relationships with Accredited Businesses and their customers.

The Board of Directors is interviewing highly motivated professionals capable of enhancing the Bureau’s historic success, managing planned growth, creating new income sources, and ensuring a sustainable association that represents excellence within Central and Eastern Kentucky.

RESPONSIBILITIES INCLUDE:

- Assure that Standards for Better Business Bureaus are met and adhered to for all administrative policies and procedures pursuant to the Central & Eastern KY BBB by-laws and the membership agreement with the International Association of Better Business Bureaus (IABBB) including, but not limited to management, operations, planning, organization, and staffing.
- Administer and coordinate all BBB management operations (dispute resolution, marketing/communication, retention, sales, consumer education); oversee the development of personnel policies to include job descriptions, performance standards, compensation programs, and
professional development initiatives; develop programs to promote a productive work environment while assuming ultimate responsibility for hiring, training, counseling, and dismissal of employees.

- Fulfill responsibilities to the Board of Directors as an ex officio member of all BBB committees, overseeing preparation of agendas, committee reports and meetings records; provide regularly scheduled recommendations and updates of initiatives and progress to the Board.
- Coordinate and assist with Board activity including revocation procedures, and documentation of official corporate activity, including Board composition and election processes.
- Manage/minimize legal exposure.
- Assure technology and database integrity – proficiency in MS Office preferred along with other platforms for collaboration, project management, communications.

**FISCAL**

- Prepare an operating budget at the beginning of each fiscal year under Executive Committee or Budget and Finance Committee guidance, including.
  - Annual evaluations of membership revenue forecast
  - Revenue targets for new and renewing membership and all non-dues income sources
  - Operating within the approved budget
  - Facilitate Board final review and approval
  - Oversee Accounts Payable as well as bank and credit card reconciliation
  - Coordinate with CPA for monthly financial reports and coordinate with auditors for annual audit – assure quarterly fed and state filings are correct and timely
  - Experience with QuickBooks or other accounting software a plus

**COMMUNICATION**

- Serve as the principal BBB spokesperson
- Recommend to, and participate with, the Board’s framing of the Bureau’s mission, goals, objectives, and policies
- Ability to effectively communicate in adversarial setting with businesses/consumers and employees
- Effective public relations and community outreach programs
• Prep/review of press releases; ability to interact with all media (TV/radio etc.) for live interviews
• Relationships with other BBBs, IABBB
• Relationships with government agencies, associations, local industry groups and general media to further the objectives and enhance the image of the BBB.
• Regular monthly, or as otherwise directed, contact with the elected officers, the Board of Directors, and the BBB counsel regarding policy matters, progress reports, and financial recommendations
• Coordination of social media content and analyze effectiveness of same

MARKETING
• Oversee the development of an effective program for membership, services, and retention, with the guidance and assistance of the Board of Directors
• Oversee development of programs that serve the needs of the community and enhance the image of the Bureau
• Initiate development of social media programs targeting multi-generational demographics

COMMUNITY INVOLVEMENT
• Participate actively in business and community affairs that affect BBB’s interests, while maintaining appropriate connections with business, consumer, and government organizations
• Review and analyze existing BBB programs using associated statistics and reports to determine their effectiveness and impact within the community; develop action plans for improvement where needed
• Monitor investigative research necessary to assure accurate, factual reporting, initiate community outreach and keep abreast of developing issues and trends that may impact the BBB, its members, and the public

REQUIREMENTS
• Minimum of a Bachelor’s Degree
• 10 years’ management / leadership experience, particularly in administration, finance, marketing, and personnel
DESIRABLE CHARACTERISTICS

- High moral character, good judgment, objectivity, and personal integrity
- Effective leadership skills
- Excellent human relations skills, ability to deal with diverse populations
- Ability to motivate and build teams while efficiently delegating responsibilities
- Excellent oral and written communication skills
- Creativity and flexibility
- Ability to make decisions in accordance with long- and short-term goals
- Solid belief in the BBB mission and its importance in the marketplace

COMPENSATION AND BENEFITS

The President/CEO package includes a base salary commensurate with experience and competitive benefits plan.

CONTACT

The Board of Directors of the Better Business Bureau of Central and Eastern Kentucky has established a search committee that can be contacted at jimbryantky@gmail.com

Interested candidates are asked to submit their formal letter of interest and resume to that email address

*This job description is for discussion purposes only and may be amended at any time during the search process.*