Position Profile
President & Chief Executive Officer
Better Business Bureau of Greater Kansas City
Kansas City, Missouri

The Better Business Bureau Organization

For more than 100 years, the Better Business Bureau (“BBB”) has helped people find businesses, brands, and charities they can trust. In 2021, people turned to the BBB more than 195 million times for Business Profiles on more than 5.4 million businesses and 11,000 Charity Reports, all available free of charge. The International Association of Better Business Bureaus (“IABBB”) is the umbrella organization for local, independent BBBs in the United States, Canada and Mexico, as well as home to its national and international programs on dispute resolution, advertising review, and industry self-regulation.

The BBB of Greater Kansas City was founded in 1916 and incorporated in the state of Missouri in 1962 as a 501(c)(6) nonprofit business association. Its mission is to promote and foster the highest ethical relationship between businesses and the public through voluntary self-regulation, consumer and business education and service excellence.

The BBB accomplishes this mission by providing the following services:

- Business Reviews: business reports containing complaint activity and available business information.
- Advertising Review: investigations of advertisements that appear to violate regulations.
- Mediation and Arbitration: dispute resolution services for buyer-seller disputes.
- Charity Reports: local charity reports containing financial evaluations and complaint information.
- Scam Source: identifies potential scam, con and rip off techniques.
- Business Resources and Education: resources available to help businesses succeed

Today, the BBB of Greater Kansas City has grown to over 3,150 Accredited Businesses (“Members”) made up of a variety of entities ranging from small entrepreneurial service businesses to large Fortune 500 businesses and charitable entities. BBB Members apply for accreditation status based on a variety of operating and reporting standards and are continuously evaluated for ongoing membership eligibility. Members seek out accreditation due to the credibility the BBB seal has stood for over the decades and they appreciate the ongoing educational programs and services provided via their membership. The BBB of Greater Kansas City’s service area includes 40 counties in central and western Missouri and 6 counties in eastern Kansas. With an operating budget of $1.5M and a staff of 6 the BBB of Greater Kansas City is recognized as one of the most active chapters in the country.

Information on the BBB of Greater Kansas City can be found on its website: www.bbb.org/kansas-city.

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Location: Kansas City Metropolitan Region
Kansas City has earned the reputation of one of the Midwest’s most beloved and livable cities. With a population of 2 million, the KC metropolitan area offers the attractions and entertainment opportunities of a large metro but without the high crime or cost of living. Residents enjoy excellent shopping and dining options, beautiful golf courses, miles of walking and bike trails, excellent healthcare, professional sports, and a wide variety of artistic and cultural events including theatre, symphony, and ballet. Kansas City consistently ranks among the nation’s most affordable housing markets, with overall cost of living well below the national average. The Kansas City area has a number of four- and two-year colleges in the area, and has outstanding public and private school options. More information on Kansas City can be found on the Kansas City Convention and Visitors Bureau website: www.visitkc.com.

The President & CEO position is located at the BBB headquarters building, 1000 W. 46th Street. Kansas City, Missouri 64112; telephone (816) 421-7800.

**Reporting Relationships**

The President & CEO (“CEO”) reports to the 15-member Board of Directors which meets quarterly, and works closely with a 5-member Executive Committee, which meets 6 times each year or as needed. The CEO serves as “ex officio” Board member and Executive Committee member. He/She manages a staff of 6 including direct reports of Vice President, Director of Retention, Director of Operations, Manager Community Relations, Manager of Information and Media Services. Other important interactions include: national IABBB Board and staff; executives and employees of Member organizations; representatives of other public and private sector partnership organizations, elected and appointed officials at the local and state levels; other vendors as are desirable or necessary in the best interests of the BBB; education officials; and members of the media.

**Position Description**

The President & CEO will serve as a passionate advocate and hands-on leader for the BBB and will be responsible for effective leadership, management, and operations of the organization. He/She serves as the top administrative leader and has responsibility for ensuring consistent achievement of the organization’s mission, values, goals, and strategic objectives while positioning the BBB to effectively meet the needs of Greater Kansas City. Primary activities of the CEO will include spending time in the field to ensure Board members are engaged and staff members are effective; leading fundraising efforts with private, public, and corporate donors; ensuring that the organization’s programs align with the mission and adhere to high standards of quality; and effectively managing the internal operations of the BBB.

**Major Duties and Responsibilities include:**

- **Organizational Development:** Build and develop a strong, competent, and caring leadership team to implement effective systems and policies within a transparent decision-making process.

- **Board Development:** Drive the mission of the BBB by owning operational, financial, and strategic objectives. Proactively develop and cultivate a positive relationship with the local Board along with the national IABBB Board of Directors.
Employee Engagement: Create a culture of concern for employee well-being by valuing employee contributions, encouraging effective teamwork, hiring leaders who maintain alignment and engagement; sustaining an environment of job enrichment and professional growth and development.

Revenue Development: Actively seek to diversity BBBs revenue sources by seeking partnerships with peer and allied organizations. Creatively and opportunistically seek new programs and services that will add value to membership, thereby enhancing revenue streams.

Community Relations: Serve as passionate and credible spokesperson, advocating for the BBB at external events, public and private sector forums and with the media. Positively influence partner and constituency groups to generate volunteers, donors, support for programs and other resources advantageous to the BBB.

Membership: Oversee activities related to ensuring membership satisfaction and retention and that dues and non-dues revenue streams enhance and support the BBBs work and further defines the relevance and value of the organization. Actively work with staff and volunteers to expand membership base within all segments.

Constituent relationships: Responsible for ongoing interaction and liaison with a wide constituency including but not limited to:

- BBB of Greater KC Board of Directors: Earn and maintain the respect and confidence of the BBB Board.
- IABBB Board: Work to initiate and maintain highly effective working relationships with Council Board and staff to thoroughly understand partnership opportunities and governance structure.
- Members: Personally engage with Members to determine their needs, acknowledge their importance, and increase their involvement and support.
- Regional Relationships: Initiate and maintain effective working relationships with BBB leadership across the Midwest; investigate/evaluate best practices for possible adoption in Kansas City office.
- Education: Foster strong relationships with representatives of higher education institutions and school districts.
- Media: Serve as the organization’s official spokesperson to the public at large and to metro and regional print and electronic media outlets.

Fiscal management: Develop the budget and relate it to program goals, maintaining responsibility for all expenditures within the framework of the budget. Sustain the assets of the BBB and investment of funds in accordance with the policy set by the Board of Directors.

Strategic and annual planning: Work with the Board and staff to develop and annually update a Strategic Plan that provides direction for the long-term activities of the BBB and for the long-term allocation of BBB resources; prepare an annual Work Plan in conjunction with the Strategic Plan and ensure successful execution.

Staff Leadership: Responsible for employment, assignment of duties, supervision, evaluation, training, and leadership of all BBB staff. Understand/embrace changing demographic profile of communities served and promote diversity, equity, and inclusion of staff and programs. Assure staff members are
prepared to successfully implement programs, pro-actively providing information to various constituencies.

- BBB operations/governance: Monitor organizational structure and culture to ensure that organization functions with optimum efficiency. In consultation with the Board, ensure proper governance, policy and procedures are in place to effectively manage activities and ensure compliance with applicable policy, requirements, laws, and regulations.

- Other duties: Perform other tasks and duties as may be assigned from time to time by the Board.

Compensation

The President & Chief Executive Officer is expected to earn an attractive, market-based compensation package corresponding to experience level and credentials and will include a base salary along with a bonus opportunity. Appropriate benefits and some relocation will be provided, if necessary.

Education

A bachelor’s degree is required or equivalent experience; an advanced degree or equivalent experience is preferred

Professional Qualifications

The ideal candidate must have a proven track record of success within a complex operating environment and may come from a variety of backgrounds such as: serving as the top executive within a comparably-sized member-based organization or related significant business association such as a chamber of commerce or other professional/trade association; experience as a “#2” or other senior-level executive at a like enterprise as noted above; an executive from a private sector business or public service experience. Significant Board interaction is strongly desired. Experience leading membership growth, retention, customer service practices is highly preferred. A minimum of 10 years progressively responsible experience along with 5+ years of direct management experience. Successful candidates will be expected to demonstrate a consistent and measurable track record of achieving goals and objectives in leadership positions.

Preferred Knowledge, Skills and Abilities

- Leadership (demonstrates qualities including presence, vision; leading and managing staff and volunteers).

- Communication (effective communicator with internal and external constituents including the media; has a clear writing and speaking style).

- Business acumen (excellent “business sense”; recognizes “big picture” and understands how decisions impact key measures and objectives).

- Management experience (senior staff oversight and general management experience; strong human resource development skills; has effectively organized and managed teams of people within a complex organization).

- Resource development (experience with varied, successful funding streams, both short and long term).
• Membership (track record of membership development, retention, increased value and expansion).

• Board management (worked collaboratively with a Board; involvement with Board development and recruitment, governance issues).

• Conflict resolution (ability to resolve conflict and drive consensus around sensitive and/or emotional issues).

• Planning (has successfully developed and implemented both strategic and operational plans).

• Fiscal management (budget experience; demonstrated ability to manage financial affairs of an organization; an excellent steward of resources).

• Marketing (ability to market and promote the organization to a variety of constituents; possesses a persuasive personality).

• Established contacts (brings local/regional/national connections with business, charitable, public sector orgs).

• Sales orientation (experience opportunistically promoting programs and services to a wide base).

• Media/public relations (can articulate positions to the media and the community at large). Desired Personal Traits

• Integrity (possesses unimpeachable moral character and high ethics).

• Collaborative (works with others at all levels to achieve positive results).

• Credibility (earns respect of Board, members, staff, and membership).

• Communication skills (excellent written/oral communication and presentation skills; excellent listener).

• Executive presence (polished; confident; can command a room when appropriate).

• Management style (empowers staff; inclusive; holds staff accountable; serves as a mentor).

• Visibility (serves as ‘face of the organization’; highly visible to staff, members, and other key constituents).

• Customer service (servant leadership orientation; “we need you” versus “you need us” mentality).

• Genuine and personable (friendly; relates well to people; builds relationships).

• Strategic thinker (a visionary thinker; can plan and bring “outside the box” ideas).

• Consensus-building (forges effective working relationships to work toward common goals).

• Even-tempered (able to remain calm, cool, and resilient in the face of conflict and criticism).

• Transparency (shares information in appropriate and timely fashion).

• Humility (freely and frequently gives credit to others).

• Energetic (genuinely enthusiastic; strong personal work ethic).
• Organizational skills (results oriented; meets established goals and objectives).

• Intelligent (bright; possesses natural intelligence).

**Challenges and Opportunity**

The projected first year accomplishments for the new CEO of the BBB include:

• Establish presence as BBBs CEO and become completely familiar with all operating aspects of the organization including staff, finances, programs and services, accreditation standards, Board members. Become recognized as the “face of the BBB” and earn confidence of constituency groups in ability to move organization forward.

• Initiate formal and informal introductions and connections with the BBB membership through varied communications and in-person gatherings and meetings thereby developing strong and trusting relationships. Consistently communicate relevancy and “value add” of BBB Accredited Business designation, connecting membership-dues structure with tangible outcomes and benefits.

• Actively seek to expand the BBBs membership base through various member recruitment activities. Explore options for new product and service offerings to current and potential members thereby diversifying and enhancing funding streams for the organization.

• Work with Board and staff to evaluate the strategic direction of the BBB through the review and development of strategic, operational, and budgetary plans. Clarify and communicate the organization’s mission and vision as a trusted brand in the marketplace.

• Evaluate existing operations for increases in efficiencies; work to tie budget reporting process to specific programs and services delivered in order to demonstrate ROI to the organization for specific offerings.

• Actively build relationships with International Association of Better Business Bureau leadership and staff and with peer BBB affiliate leadership across the Midwest in effort to share best practices to become “World Class”.

• Actively and intentionally coach and mentor staff to build leadership capacity and effectiveness. Evaluate current staff relative to needs of the BBB and re-align roles and/or make changes so that strengths and talents of staff match with organizational goals. Seek to enhance staff team orientation, thereby fostering a positive office culture.

The President & Chief Executive Officer position of the Better Business Bureau of Greater Kansas City is an outstanding opportunity for a committed association or other executive to lead a nonprofit business organization with a long history of success. The staff and committed Board of Directors ensure the historical integrity of the organization and a strong foundation for the BBB going forward. At the same time, the organization faces unique challenges of BBB consolidation and perceived competitor online rating sites that must be recognized. There is great enthusiasm and optimism among staff and Board of an even greater future on the horizon. The BBB must continue to provide outstanding programs, education, and services to its membership in the years ahead to ensure recognition as one of the largest and most respected BBB affiliates in the Midwest.
Equal Employment Opportunity (EEO)

The BBB of Greater Kansas City provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.