

# EXECUTIVE SEARCH



## National Chief Executive Officer



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# The Opportunity

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The National Association of the Remodeling Industry (NARI) is the leading national trade association representing and promoting the remodeling industry in the marketplace, the media, educational institutions, and government.

As NARI's chief staff executive, the National CEO role will give the right candidate the opportunity to build on NARI's foundation by working with the Board of Directors to develop the organization's vision and strategic plan and then to execute on it. This executive position is based in the greater Chicago metropolitan area (Wheeling, IL), where NARI's new 10,000 square-foot office building provides a stunning state-of-the-art work environment. The CEO reports to the Board of Directors. All staff Directors and other members of staff report directly or indirectly to the CEO.

## NARI: An Overview

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A 501(c)(6) organization, NARI is a nonprofit national trade association established in 1982. With revenues of over \$3M, NARI has chapters nationwide and members in 49 states. The association's core purpose is to advance and promote the remodeling industry's professionalism, product, and vital public purpose. It is the medium for business development, a platform for advocacy, and the principal source for industry intelligence. As the US's premier trade association dedicated exclusively to the professional remodeling industry, it connects homeowners with its professional members and provides information so that consumers have positive remodeling experiences.

NARI provides education, business tools, awards and recognition, and networking opportunities to its members. The association offers companies an accreditation program that is designed to apply to a remodeling business as a whole. It also offers individuals programs for certifications that help improve business and technical skills in a variety of remodeling categories, such as Certified Remodeler, Kitchen and Bath Remodeler, or Certified Lead Carpenter.

NARI's members and staff are committed to integrity, high standards, professional education, ethics, and market recognition.

## The National CEO Role

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The CEO is responsible for communicating and implementing the strategic vision through executive management of operations. As the spokesperson representing NARI throughout the industry, the CEO will be responsible for raising NARI's profile through speaking engagements, creation and execution of strategic marketing plans, advocacy, and industry-related activities. The CEO oversees the general administration of business operations and programs, development of non-dues revenue opportunities, marketing, membership, outreach, and developing and implementing directives from the NARI Board of Directors.

## Essential Duties and Responsibilities

The CEO is responsible for the oversight of the following areas:

### Organizational Leadership

- Provide oversight and guidance to all programs and staff.
- Provide oversight of the staff team including monitoring staff performance and ensuring an adequate staffing plan.
- Ensure a growth-oriented, skill-centered environment in which staff grows and develops skills needed to meet the goals and objectives of the organization.
- With advice and input from the Leadership Team, formulate and recommend policies and programs, including financial and budgeting for approval by the Board of Directors.
- Review activities and ensure activities support stated goals and objectives.
- See that the development of programs authorized by the Board of Directors are implemented in a timely manner and that they are effectively administered and controlled.
- Ensure legal filings are current in state of incorporation.
- Authorize, execute, or delegate such contracts, agreements, and commitments as may be necessary to carry out the goals and objectives of the organization.
- Execute or delegate such other general responsibilities as may be delegated by the Board of Directors or Executive Committee.

### Financial Management

- Along with staff and the Budget Task Force, develop annual budget.
- Ensure adherence to budget through monthly review of financial statements, forecasting, and monitoring.
- Develop and maintain an appropriate budgetary procedure with the Chief Operations Officer and/or Treasurer, and Finance Committee.
- Oversee the authorized and proper expenditures of funds and assure that all funds, physical assets, and other property of the association are appropriately safeguarded and administered.
- Responsible for developing financial strategies necessary to support the association's mission.
- Work with the Investment Committee which oversees NARI's investments.

### Board and Volunteer Engagement

- The CEO will work closely with the Board of Directors to develop the organization's vision and strategic focus.
- Ensure that the Board is kept fully informed on the activities and operations of the association including proactive communication around progress towards strategic goals and financial performance.
- In conjunction with Board Chair, develop agendas and materials for Board meetings and conference calls, as needed.
- Oversee governance training and best practices. Execute and implement all decisions of the Board, proactively bringing ideas for service and program improvements to the Board.
- Provide appropriate staff liaisons to committees and provide authority to staff members to enable them to properly perform their liaison functions and provide Committee Chairs with the necessary support and assistance.
- Promote interest and active participation in activities among the membership and supervise proper communication of activities of the Board and committees through the communication vehicles of the association.

## Partnerships

- Communicate regularly with volunteer leaders, the National Board of Directors, and paid staff at chapters to ensure proper support from HQ is being provided to chapters.
- Ensure appropriate communication is maintained between staff, Board, chapters, and/or leadership.
- Monitor member satisfaction.
- With the Leadership Team, represent the association with industry-related groups and at industry-related meetings, shows, and partner events.
- Build and maintain collaborative opportunities and relationships with corporate partners.
- Along with staff, develop high-value Industry Partner programs, corporate partnerships, and integrated chapter programs.

## Marketing and Public Relations

- Oversee all inquiries from the media.
- Serve as the spokesperson within the organization and throughout the industry. Represent NARI as the industry leader including participation in meetings, speaking engagements, and serving on Board-approved industry-related boards and committees.
- Formulates and executes comprehensive marketing, branding, and development strategies to ensure consistency throughout the association and enhance non-dues revenue contributions from sponsors and partners.

## Government Affairs and Advocacy

- Serve as the face of the organization with governmental bodies, advocacy groups, lobbyists, and political action committees.
- Develop advocacy strategies with the association's Government Affairs committee to advance the interests of the association, its members, and partners. Understand the industry and be familiar with the culture and specific needs and objectives of the constituency that it serves and how to best represent those needs.

# Candidate Profile

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## Executive Key Competencies and Desired Personal Qualities

The preferred candidate for the role will have demonstrated clear competency in these areas:

- Passion for the organization's mission. Ability to effectively articulate NARI's positions on issues affecting members, chapters, and the remodeling industry.
- Ability to lead, motivate, grow, and diversify volunteer leadership and committee participation, including women and younger industry professionals.
- Knowledge and understanding of other businesses, corporations, and organizations to help form effective alliances to augment NARI's positions when appropriate.
- Strategic thinker. Able to understand the big picture while paying attention to detail.
- Strong verbal and written skills for speaking and advocating on behalf of NARI to the membership, community, media, corporations, and government officials.
- Effective leadership skills to maintain the high quality of staff and to promote advancement opportunities, career development, and innovation.

- Strong interpersonal skills and emotional intelligence to maintain and grow relationships with and among staff, Board, and external stakeholders.
- Able to use empathy to effectively work with factions that have different agendas or desired outcomes. Level-headed, flexible, and dependable.
- Ability to network effectively and develop relationships in social settings.
- Affable and “available” personality; able to bond with staff members and the Board and be responsive to them.
- Integrity and honesty above reproach, with a passion for serving in a collaborative environment that promotes transparency.
- Executive presence, polish, and self-confidence in the public sphere without self-importance; astuteness in political and public arenas.
- Ability to relate to membership (Contractors, Tradespeople, Industry)

## Required Knowledge, Skills, and Qualifications

- Bachelor’s degree required; CAE is a plus.
- Demonstrated experience in leadership and management with competencies in fiscal, legal, programmatic, and operational functions of a nonprofit organization or organization of comparable size.
- Construction/Remodeling industry familiarity and interest strongly desired.
- Demonstrated visionary leadership and intellectual curiosity with a desire to explore new ideas and innovative approaches to solving challenges.
- Strong understanding of corporate finance and measures of performance.
- Solid ability to build relationships and become networked in the community.
- Strong organizational and time management skills with the ability to shift priorities and deal with changing demands in an effective manner.
- Excellent verbal, written, and interpersonal skills are essential to connect with diverse audiences.
- Ability to motivate, negotiate with, and persuade diverse groups and individuals.
- Competency in Microsoft Office Suite specifically Word, Excel, and Outlook; familiarity with Association Management Systems (AMS).
- Strong work ethic and accountability with positive attitude; open to teamwork and thoughtful approach to management and leadership. High energy and sense of humor.
- Ability to travel locally and nationally, work some nights and weekends as needed.

## Compensation

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A competitive compensation package will be offered to attract an outstanding candidate.

## To Apply

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To apply, please send a cover letter and current résumé (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

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## Additional Information

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