

## EXECUTIVE SEARCH



Advancing the Future of Public Safety

## Executive Director

SEARCH CONDUCTED BY

**STERLING** | **MARTIN**  
a s s o c i a t e s

# The Opportunity

---

The Executive Director (ED) of the International Municipal Signal Association (IMSA) contributes to the overall success of the organization by effectively managing all membership, marketing, financial, and certification tasks for the organization under the direction of the President, the Executive Committee, and the seven-member Board of Directors (BOD). As the chief staff executive, the ED is responsible to the Board for managing and directing all of IMSA's activities. The ED serves as the Secretary to the BOD and the Council of Delegates (COD) and participates in the meetings and discussions.

## About IMSA

---

Founded in 1896, the International Municipal Signal Association (IMSA) is not only the oldest but is also the leading international association that provides public safety information, education, and certification to its members, who are public safety experts at all levels of government and industry. IMSA members ensure that the equipment and systems that operate our traffic controls, fire alarms, radio communications, roadway lighting, and signage run effectively and efficiently. IMSA also is certified by the FCC to provide frequency coordination services to government. Based in Rockledge, FL, in the greater Orlando metropolitan area, IMSA is a 501(c)(3) with an annual revenue budget approaching \$2M and nearly 10,000 members. Members belong to one of 23 geographical sections that cover North America.

## The ED Role

---

### Essential Duties and Responsibilities

#### Leadership/Governance

- Adheres to organizational policies and bylaws.
- Supports the BOD and COD and designated committees to carry out the work of the Association.
- Collaborates with BOD and the sections to develop strategic plans and implements the plans at the direction of the BOD.
- Serves as the liaison between the BOD and IMSA members to communicate BOD decisions and actions in accordance with IMSA bylaws.
- Stays current on association management trends, programs, and practices to assure that IMSA is up to date on best practices.
- Assists the Board in developing policies and procedures and implement those policies.

#### Contribute to Member and Organizational Success

- Serves as Conference Manager and Chair of the Conference Committee of the Association and is responsible for the planning, directing, and managing of the Annual Conference and School; may appoint, with the approval of the President, an Active Member as honorary

Chairman, or Host of the Conference, who will assist and cooperate with the Conference Manager in all of the work connected with the Conference.

- Serves as Managing Editor of the *IMSA JOURNAL* in accordance with the Governance Policy Manual and is responsible for such other publications sponsored or published by the Association.
- With Board input and direction, enhances the membership value through the design, execution, refinement, or sunseting of programs, services, and benefits.
- Grows membership through proactive recruitment and retention efforts and effective marketing strategies.
- Develops and diversifies revenue streams for the organization.
- Works closely with, collaborates, and interacts with leaders of the geographical sections.

### Management/Administration

- Assures compliance with all government and legal regulations relating to the functioning of the organization and related personnel.
- Serves as steward of all IMSA operational funds to include budget development, management, reporting, audit, and control procedures.
  - Prepares a detailed financial report as of the fiscal year-end and the fiscal mid-year of each year and transmits report to all members of the Board, COD, and Alternate Delegates.
  - Presents a brief summary report showing the general financial condition of the Association at the Annual Joint Meeting of the Board and COD.
  - Prepares an annual balanced budget for submission to the Budget Committee.
  - Shall be bonded, at the expense of the Association, in an amount determined by the Board.
- Manages and supervises the IMSA staff performance to ensure that necessary work is done well and done in a manner that is both efficient and effective.
  - Defines the duties of the staff, establishes staff titles and delegates those responsibilities of management to be in the best interest of the association.
  - Ensures adequate and appropriate staffing for IMSA, including hiring, classification, training, conducting performance evaluations, promoting, determining compensation, and terminating IMSA employees.
- Establishes and maintains complete updated financial, membership, and other necessary records and files of the Association and makes provision for adequate safe-keeping of Association records and archives.
- Handles all necessary correspondence.

### Required Skills, Experience, and Qualifications

- Proven leader with 8+ years of experience in an Executive Director, COO, or senior-level position within an organization of comparable complexity.
- Bachelor's degree.
- Proven track record of working with Boards and committees. Experience working with a chapter-based structure is desired.
- Experience contributing to the development and implementation of strategic plans, as well as experience coordinating communication between staff members, Board members, and

- volunteer and section (chapter) leaders on strategic initiatives.
- Experience assembling and directing a team to carry out the business of an organization.
- Keen business acumen and understanding of financial management issues, and the ability to foster effective presentation and reporting of the same.
- Strong interpersonal and communication skills.

## Personal Qualities and Competencies

- An influential leader who can conceptualize long-term goals and translate them into a succinct, understandable, and actionable framework.
- Demonstrated proactive approach to problem-solving with strong decision-making and critical-thinking capabilities.
- Commitment to delivering a high-quality and accurate work product with attention to detail.
- A lifelong learner who demonstrates a commitment to continuous improvement in pursuit of operational excellence.
- A positive outlook, emotional maturity, and even-keeled demeanor.
- A motivated—and motivational—leader who leads by example.
- Candidates from historically underrepresented and marginalized communities are encouraged to apply.

## Compensation

---

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

## To Apply

---

To apply, please send a cover letter and current resume (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.

*Sterling Martin Associates is committed to providing equal opportunity for employees and applicants in all aspects of the employment relationship, without regard to race, religion, color, age, gender (including pregnancy, childbirth, or related medical conditions), marital status, parental status, sexual orientation, gender identity, gender expression, ancestry, national origin, citizenship, political affiliation, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided on the basis of qualifications, merit, and business need.*

# Additional Information

---

For more information, contact:

**Sterling Martin Associates**

1025 Connecticut Avenue NW  
Suite 1000  
Washington, DC 20036

**David S. Martin, Managing Partner**

[dmartin@smartinsearch.com](mailto:dmartin@smartinsearch.com)  
202-257-1627

**Karen Lombardo, Vice President**

[klombardo@smartinsearch.com](mailto:klombardo@smartinsearch.com)  
540-751-9612