



Position Profile for Chief Executive

About the National Association of Sports Commissions

Since being established in 1992, the purpose of the National Association of Sports Commissions (NASC) has been to deliver quality education, provide ample networking opportunities and teach exceptional event management and marketing to its members. The association has also played a significant role in protecting the integrity of the sport tourism industry.

The NASC is a non-profit, 501(c)3 trade association and is the most essential resource for its membership – comprised of sports commissions, destination marketing organizations (DMOs), parks and recreation departments, chambers of commerce, national governing bodies (NGBs), multi-sport organizations (MSOs) and vendors to the sport tourism industry. More than 2,500 individuals from over 750 member organizations lead, manage, and execute sports events of all shapes and sizes. Together, they create opportunities for athletes young and old to participate in the sports they love and lead healthy, active life-styles.

The mission of the NASC is to provide a member-directed communication network among host organizations, event owners and suppliers engaged in the sports travel, tourism and events industry. Its objectives are to identify and convey best practices among stakeholders, provide continuing education programs, stimulate discussion on subjects of importance, bring host organizations and event owners together to discuss business opportunities, promote the value of the industry with an emphasis on its economic benefits and encourage inclusive pools of talent. The NASC has five areas of major emphasis, including: member services, professional education, meetings/events, communications/marketing and resource development.

Position Overview

For the first time in the history of the NASC, a search for a new chief executive is underway after the retirement announcement from the association's first and only executive director who was also one of the founders of the organization. The chief executive leads all operations and activities, including providing direction to a team of five full-time employees, and ensures proper fiscal and operational management.

The association depends heavily on its membership for much of the programming and new idea generation coming through various committees at the grassroots level and filtering up to a

volunteer Board of Directors. The chief executive is responsible to the Board of Directors and reports to its Chairman, who leads the 21-member volunteer group. The NASC national office is located in Blue Ash, Ohio (a northeast suburb of Cincinnati).

Duties and Responsibilities

Strategic

- Draft each new strategic plan and work with the Board of Directors on its adoption and implementation.
- Prepare semi-annual reviews of progress toward plan objectives and review with the Board of Directors.
- Direct priorities for program activities in a manner which is consistent with the strategic plan and intent of the Board of Directors.
- Attend meetings, conferences and review literature to maintain current knowledge of the thinking, issues, and people influencing matters important to the mission of the NASC.
- Review accomplishments and assess failures, and report on them to the Board of Directors to influence future thinking and actions.

Administrative

- Set the operational policies for the NASC and oversee their proper execution.
- Assemble and manage the NASC professional team; ensuring the NASC attracts and retains the talent necessary to successfully carry out its programs and mission; hiring and terminating team members as necessary.
- Establish compensation policy and levels consistent with the overall compensation budget and philosophy with approval from the Personnel (Executive) Committee.
- Develop necessary organizational processes and structures.
- Ensure the NASC operates within the financial parameters set by the Board of Directors and available resources are distributed appropriately.
- Provide fiscal oversight for NASC investments, budgets and financial reporting.
- Prepare annual budgets for NASC operations and programmatic activities supporting the strategic plan.
- Monitor monthly financial transactions.
- Report monthly on financial status to the Board of Directors.

Program Activities

- Ensure current programs are consistent with the mission of the NASC and to identify new programs and methods to achieve success.
- Ensure programs and services meet the expectations of the Board of Directors and other stakeholders.
- Provide oversight and guidance on the development of new initiatives and program areas.

- Convene and lead team discussions regarding strategic, operational and tactical issues.
- Advance the mission and image of the NASC by serving as the chief representative of the association to all stakeholders including the Board of Directors, professional team, membership, the media, association partners, government and general public.
- Develop and promote the NASC communication strategy for external positioning.
- Seek opportunities to speak on the activities of the NASC and industry in general, with an emphasis on state tourism groups, association partners and industry meetings.
- Design and, when appropriate, develop (or review) reports, publications, presentations, articles and other communications (including web-based and other social media) to disseminate and promote the activities of the NASC.

Development

- Lead NASC fundraising activities.
- Identify and develop new sources for revenue such as increased membership, services, partnerships and certification programs.
- Report regularly to the Board of Directors on the activities of the NASC and progress toward meeting strategic objectives.
- Ensure members of the Board of Directors are kept informed of matters and developments which warrant their attention.
- Identify issues and policies requiring the attention of the Board of Directors.
- Work with the Chair to structure and guide Board of Directors meetings while allowing opportunities for member discussion and input.

Other

- Perform other duties as assigned.

Terms of Employment and Performance Evaluation

The chief executive position is a full-time, contracted employee of the NASC and includes an executive compensation package with participation in all benefits offered to the association's employees. The chief executive receives an annual review from the NASC Executive Committee and is measured on the achievement of established goals and overall performance.

Desired Qualifications

The chief executive will have extensive experience in the sports tourism industry and in management of organizations of comparable size and mission, while possessing sufficient expertise on issues relevant to the NASC to make well-informed mission-related decisions and command the confidence and respect of stakeholders necessary to serve as the leader of the association. A minimum of 15 years of leadership experience; an advanced degree or equivalent

experience; plus strong planning, interpersonal communications and networking skills are all desired traits and skill sets for the next chief executive.