

Colorado Nurses Association
Executive Director Position Description
June 2021

Position Summary:

The Executive Director (ED) functions are:

1. To serve as the designated spokesperson and functions as the administrative agent of the Colorado Nurses Association.
2. Accountable to and responsible for the operations of the Association in collaboration with the Board of Directors.
3. Provides oversight and coordination of staff support to the Board of Directors, Districts, Committees and Councils.
4. Ensures the implementation of all programs, policies and procedures of the Association in accordance with the Bylaws.
5. Recommends and participates in the formation of Association strategic plans, goals, objectives and related activities.
6. Participates in personal performance review
 - a. Determine objective criteria for personal goals in collaboration with Board of Directors.
 - b. Complete self-assessment yearly in collaboration with the Board of Directors.

Membership and Association Relationships

1. Oversees and is accountable for effective advocacy for public policy, regulatory, legislative and other programs.
 - a. Attends Government Affairs meetings and mentors volunteer leaders
 - b. Evaluate functioning of interactions required for legislative effectiveness
 - c. Collaborate with GAPP Chairs to maintain communication with members/districts via website
 - d. Negotiate contract and goals with contract lobbyist
2. Builds collaborative relationships with external stakeholders
 - a. Identify, assess, modify and maintain priority stakeholder relationships
 - b. Determine priority and commitment to current and future stakeholder groups in collaboration with the Board of Directors
3. Promotes web-based visibility of the association and the profession.
 - a. Oversee maintenance of the CNA website and social media sites to reflect current activities and up-to-date content.
4. Provides ongoing transparent communication with Board of Directors, district leaders, committee leaders and members.
5. Oversees publication of the Colorado Nurse in collaboration with staff or volunteer leaders of the Colorado Nurses Foundation.
6. Participates in the ANA Executive Enterprise conference, ANA Membership Assembly, the Western States Executive Group and other committee work with ANA in collaboration with the Board of Directors.

INTERNAL OPERATIONS – Contract with Civica for Operations

1. Manages the contract and scope of services with Civica Association for CNA operational support.
2. Responsible for the ongoing monitoring of the financial status of the association and assures that assets are soundly administered, allocated and reported and safeguarded in accordance with association policy and applicable state and federal law.
 - a. Oversee and approves all billings, receivables, and accounting processes for CNA.
 - b. Review on behalf of the governing board all association contracts.

- c. Determine schedule of taxes and payment, FICA, FUTA, in collaboration with association financial staff.
- d. Collaborates with Board of Directors and Finance Committee to analyze and monitor long-term financial goals
- 3. Reviews and makes recommendations on specific contract services listed below:
 - a. Review lobbyist contract – evaluate services.
 - b. Responsible to assure the administration of the ANCC accredited continuing nursing professional development accredited provider status.
 - c. Assure access to meeting space as necessary.
- 4. Evaluates and implements sources of non-dues revenue.
 - a. Determine best options for non-dues revenue.
- 5. Makes recommendations to the BOD regarding need for additional membership services and oversees contract and/or hiring process.

Membership Services – Coordination between Executive Director and Civica Scope of Services

- 1. Coordinates membership recruitment and retention in collaboration with the Board of Directors.
- 2. Coordinates with CNA Board Regional Directors to assure regular communication and solicit feedback from districts and committee leadership.
- 3. Coordinates with Board of Directors and Civica on strategies and implementation of programs to strengthen membership retention.
- 4. Coordinates with ANA for effective membership welcome and retention practices.
- 5. Assist districts with member communications via the CNA website.
- 6. Maintains accountability for planning of association meetings and events.
 - a. Develop proposal and plan for annual membership assembly.
 - b. Assure thorough event planning including assuring ANCC accredited nursing continuing professional development credits.

Qualifications and Skills:

Licensed Registered Nurse with minimum of MS degree preparation, preferably MSN.
 Demonstrated commitment to the profession of nursing.
 Adaptability in a rapidly changing professional environment.
 Ability to analyze and synthesize emerging trends and issues.
 Skilled in oral and written communication.
 Excellent presentation ability.
 Excellent interpersonal relationship skills.
 Experience in program planning and finance management.
 Ability to travel and work flexible hours, including intermittent weekends.
 Commitment to personal professional development.
 Ability to transport self to office and off-site locations.
 Ability to lift or move 10-15 lbs.
 Computer proficiency.