



816 2ND AVE S. ONALASKA, WI 54650 608-781-5242

EXECUTIVE OFFICER

Serves as chief administrative officer, recommends and participates in formulation of new policies and makes decisions within the bounds of existing policies. Plans, organizes, directs and coordinates the staff, programs and activities to ensure the association's goals and objectives are met in accordance with the strategic and marketing plans.

Immediate Supervisors

Board of Directors

Duties, Responsibilities and Authorities:

Board Function

- Informs the Board of Directors and Officers on the conditions and operations of the association. Attends all meetings of the Board of Directors.
- Maintains the assets of the association and investments in accordance with the established policies.
- Plans, formulates and recommends to the Board of Directors basic policies and programs which will further the objectives of the association.
- Prepares minutes, agendas and reports for all Board of Directors meetings.
- Executes all decisions of the Board of Directors except in cases when assignments are made specifically by the Board.
- Executes such contracts and commitments as may be authorized by the Board of Directors or established policies.
- Safeguards confidential information as it applies to the daily functions of the association and members.
- Carries out such other general responsibilities as may be delegated by the Officers and Board of Directors.

Staffing Function

- Manages the administrative operations of association and develops specific policies, procedures and programs to carry out.
- Directs and coordinates all approved programs, projects and major activities of staff.
- Recruits, hires, trains and motivates association staff.
- Establishes performance standards and goals and evaluates staff.
- Provides liaison and staff support to Committees to enable them to perform their

assigned functions.

- Maintains personnel records, recommends personnel and benefit policies and updates employee policy manual.
- Promotes interest and active participation to members in the association's activities.
- Acts as a liaison with NAHB, attending all budgeted, official meetings and the Executive Officers Council Seminar.

Marketing/Communication/Outreach Function

- Maintains effective relationships with public and private organizations to ensure the interest of the association is realized.
- Plans, coordinates and conducts a public relations program to enhance public acceptance of the industry and the mission of the association in compliance with the Strategic and Marketing Plans.
- Serves as managing editor of the association newsletter by writing, obtaining, and editing articles; performing desktop publishing; and securing advertising.
- Oversees and assigns all communications to the membership.
- Coordinates and executes the public relations and communications programs and activities of the association to further the mission of the association.
- Holds primary responsibility for the production/editing/ad sales of publications related to the Association's activities and events.
- Develops and maintains a system for media contacts, publication advertisers, exhibitors and members.
- Assists in the management and operation of association events, including but not limited to the Parade of Homes, Home Show, golf outings, and annual installation dinner.
- Establishes budgets and guidelines for the printing of association publications.
- Implements and maintains a computer filing system for publications' advertising, rate cards, introductory and follow-up approach letters, printing estimates, art materials and correspondence.
- Writes speeches and prepares special communiqués on selected topics.
- Oversees the content and maintenance of the association's web site.

Events Function

- In coordination with corresponding committees, develops the events of the association for management by the Office Support person. This includes but is not limited to: Parade of Homes®, Home Show®, golf outing, general membership meetings, installation of officers, associate appreciation night, holiday party, and picnic.
- Prepares media kits, brochures, flyers, and other association publications as necessary.

Financial Function

- Develops and recommends an annual budget in cooperation with the Treasurer and Finance Committee and operates within the confines of established guidelines.
- Oversees the financial transactions in the association's accounting program and perform imports from the database, reconciliation, payroll processing and monthly accuracy review of the financial statements as well as:
 - Provides primary staff support to the association's Finance Committee and the association's Treasurer.
 - Prepare monthly financial reports for all areas of the association.
 - Responsible for the preparation of monthly payroll for all association employees. Maintain record of vacation leave and sick day for all employees.
- Insures that all funds, physical assets and other property owned by the association are appropriately safeguarded.

Building Function

- Oversees building maintenance
- Responsible for making sure proper and needed repairs are made in a timely fashion.
- Responsible for securing snowplowing and shoveling.
- Responsible for any communications need with tenants for security, rent or any issues or events that may arise.

Hours: 32/week

Send resume to The La Crosse Area Builders Association, 816 2nd Ave S, Onalaska, WI 54650, Att: Dee Dee Kerska, or email your resume to eo@labaonline.com