

# Executive Director – Metal Construction Association

The Metal Construction Association (MCA), is recruiting and evaluating candidates for the position of a dedicated Executive Director. Building upon the success of its previous Executive Director, the association is seeking a dynamic and driven industry leader prepared to take MCA to the next level.

## About the Metal Construction Association:

The Metal Construction Association is an organization of manufacturers and suppliers whose metal products are used in structures throughout the world. Since it was formed in 1983, MCA has focused on one key strategy - to promote the use of metal in the building envelope through marketing, education, and action on public policies that affect metal's use.

MCA's marketing and technical activities create awareness of metal, its applications, and its benefits. MCA also works to eliminate barriers to metal's use in construction by supporting product performance testing, initiating research, and monitoring and responding to codes and regulations that affect metal. These well-established activities help educate building owners, designers, installers, educators and those who determine relevant codes and standards. The result – more metal products are chosen for a broader scope of projects.

MCA is a volunteer-led organization with much of the work achieved through strong leadership by its board of directors and member-driven MCA councils and committees. Full membership meetings are held twice each year in January and mid-year, usually in June or July. Work of the association continues throughout the year via a third-party management team and ongoing communication between board, council and committee groups. This is achieved via phone conferences, Webinars, as well as committee and council meetings as needed.

The organization's major annual event is the METALCON Exhibition and Conference, which MCA established in 1991. METALCON provides a multi-level learning experience through an exhibition of the latest products from leading industry companies, a comprehensive education program with AIA credit courses, and three days of live-action demonstrations. These interactive demos, produced by MCA members, put into action the latest concepts and products for commercial and residential roofing and wall applications.

## Position Description:

### Responsibilities and Duties of the ED

The general duties of the ED follow the charter of the Association, to grow the use of metal in the construction industry, to reduce the barriers for the use metal and to grow membership. The ED shall not only lead the association towards these goals he shall also take direct action him/ herself. The ED shall provide operational leadership to the associations and its subcontractors. The ED shall play an active role in shaping the MCA's missions and strategic plan together with the board of Directors. In general it will then be the role of the ED to deploy the strategic plan. In order to facilitate this ED and Board will put together an annual action plan as a guideline.

- Representation of MCA
  - ED shall be the “face” and the “voice” of the MCA.
  - ED will pro-actively and with the aid of councils and individuals provide the public and membership with updates on the Association's activity (newsletter, articles, blogs, etc.)
  - ED will drive the promotion of the MCA through all channels possible.

- ED to be a liaison to other Industry Associations
- **Growth in Membership**
  - ED shall make reasonable efforts to contact potential members and sell them on the benefits of being a member of the MCA.
  - ED to maintain a target list of prospects and a list of arguments and other resources will be put together with the Membership Committee
  - ED shall develop plans and tactics to foster membership retention through actively measuring and improving member satisfaction.
- **Secure Funding**
  - ED shall provide necessary services and answers to existing “sponsors” of MCA,. ED shall keep them informed about MCA activities and present budgets and business plans to sponsors.
  - ED shall also reach out to other potential sponsors or supporters and secure more funding.
- **Manage Meetings of Board and Association**
  - Together with the relevant committees, task forces and councils, ED shall organize the quarterly Board Meetings, the bi-weekly Executive Committee telephone conferences, the bi-annual full membership meetings and all other conferences and meetings as needed.
  - ED will prepare all board meetings, including ensuring that agendas are received by the members and that reports are issued after meetings
  - ED will oversee all council, committee and task force activities and ensure that those bodies work within the boundaries set and towards the goal agreed upon. ED shall assist the Chairman in running board meetings.
- **Manage subcontractors**
  - MCA will hire subcontractors to do certain works for the MCA. Such subcontractors can be, technical and legal advisors, advertising agencies, lobbyists and so further.
  - ED will oversee the work of these subcontractors and ensure they are in line with the mission for which they were hired.
  - ED will also receive, check and process the bills of these subcontractors for payment. Unless the subcontractors work through one of the councils or committees of MCA, ED is also responsible for reporting on the work of the subcontractor.
- **Manage the Budget**
  - ED will, together with the board, establish the annual budget. As such he will, together with the treasurer present a budget draft to the board which he will there explain and defend.
  - ED will oversee the budget throughout the year and report to the board quarterly. It is the responsibility of the ED that the budget is respected.
- **Management of the Annual, Semi Meetings and Metalcon Activities**
  - ED will, together with the Program Committee to establish location, negotiation of contracts and budget for MCA sponsored meetings (including working with PSMJ).
- **Market Development**
  - ED works to improve the Association market position and capture market share against competing industry products. The person defines long-term strategic goals, builds key relationships, identifies opportunity and maintains extensive knowledge of industry trends and market conditions.

## Responsibilities and Duties of the Association

ED ideally to be a Third Party Contractor (1099) who maintains a physical office. Paid as a contractor as monthly retainer for a period of 36 months per month with a new member and positive retention incentive based on membership dues. Manage and annual Travel and Entertainment budget. All expenses reports promptly after receiving a duly filled out expense report from ED. Provide the ED with the necessary rights, freedoms and empowerments to fulfill his duty. Provide the ED through its Board and Committees with reasonable support in his mission.

## Terms

This contract runs initially for 3 year from then on either party with a 90-day notice period of months can cancel it.

## Governance

Executive Director reports to the Executive Committee

## Application:

Send cover letter and resume by March 15, 2016 to Brian Partyka via email to:

[ExecutiveSearch@metalconstruction.org](mailto:ExecutiveSearch@metalconstruction.org) Also, in the cover letter, please provide brief details stating how you meet the qualifications listed and how you can positively contribute to the MCA now and into the future. Thoughtful responses are greatly appreciated by the search committee.