

## **MANAGING DIRECTOR PROFILE: FLORIDA CHAPTER OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA** (Flexible to a location in Florida)

### **MANAGING DIRECTOR OPPORTUNITY AT FLORIDA CHAPTER OF THE CMAA**

The Florida Chapter of the Club Management Association of America (FLCMAA) is seeking a dynamic, innovative, and highly motivated Managing Director (MD) to succeed its long-tenured retiring MD. The Chapter takes great pride in being recognized as both the largest and arguably most active and progressive Chapter of CMAA in the Country, and the new MD is expected to continue to elevate the organization further. The FLCMAA encompasses five regions within the State and boasts over 900 members. Being a highly visible, interactive presence within each region is critical, as is being an active 'thought partner' with the FLCMAA Board and its various committees.

### **BASIC FUNCTION OF THE NEW MANAGING DIRECTOR**

The MD serves under the direction of the FLCMAA President and Board of Directors and implements the policies established by the Board of Directors and Chapter bylaws, along with annually determined goals and objectives.

The MD develops operational policies and is responsible for creating and implementing standard operating procedures for all areas of the Chapter. This includes annual preparation of the operating budget and, after Board approval, the management and control of the organization to attain the desired results. The MD coordinates all management functions of the Chapter and works with Regional Directors, Committee Chairpersons, Regional Administrators, and volunteer members to assist them in developing proposed policies, programs, and events.

**Reports to:** President, Board of Directors  
**Coordinates with:** Board of Directors, Chapter Committees, and Membership

### **KEY SUCCESS FACTORS:**

#### **Candidate must successfully:**

- Develop compelling conferences, educational events, and association programming
- Develop timely communications and marketing materials
- Accurately manage detail and achieve financial goals
- Maintain/Develop Association Membership - Enhance Member Engagement
- Drive Corporate Partner Program and further develop those relationships
- Cultivate relationships – within the Association, allied organizations, and Corporate Partners
- Create and execute an orientation program for new directors

### **FLORIDA CHAPTER OF THE CMAA BY THE NUMBERS:**

- Total Revenue - Approximately \$1.5M
- Revenue from Dues - Approximately \$450k
- Revenue from Corporate Sponsors - Approximately \$400k
- Total Clubs Participating - Approximately 355
- Number of Members - Approximately 903
- Events: 2-3 Summer Conferences for all Chapter Members
- Approximately 12-16 annual regional events/meetings
- Board of Directors 12 serving three-year terms
- Accounting/Membership software: Jonas
- Contractor Relationship
- Expected to maintain one employee for administrative support (existing)

## **EDUCATIONAL, TRAINING AND CERTIFICATION QUALIFICATIONS**

- A minimum of 5 - 7 years of progressively more responsible executive positions, preferably in the club, hospitality, non-profit/volunteer member, or association management industries.
- Strong professional credentials in hospitality or association management or marketing experience are preferred. Some prior experience working in equity, member-owned, or for-profit clubs is also preferred.
- Sound overall financial management and administrative skills with particular, verifiable strengths in financial controls, budget administration, information management, membership marketing, and strategic/long-range planning areas.
- Preferably a college graduate.
- Proven leadership qualities with demonstrated ability to direct, coordinate, and manage all facets of a diverse member-centric, non-profit organization. A true executive facilitator is needed to create a robust, supportive, integrity-driven professional environment for its members. The ideal candidate will possess an engaging and cheerful personality and will intuitively understand the high level of service delivery and execution expected from a membership group comprised of hospitality (service) industry professionals.
- Strong communication skills, both in writing and orally, with the ability to function effectively before broad and diverse groups and forums. The candidate must be able to represent the Chapter and its members internally and externally, recognizing the need to develop and maintain essential relationships (members, corporate partners, vendors, national office, other chapters, etc., and others as appropriate). Communication with members and personal visibility around the state in the five separate Chapter regions are significant aspects of the MD's responsibilities.
- Overseeing and coordinating major educational conferences and events, including the diverse arrangements for social and family activities that often accompany such events.
- The business and entrepreneurial sense is to continue to evaluate services and programs provided by the Chapter that may enhance the value a member finds with the FLCMAA.
- Knowledge of the fundamentals of Board Governance. An ability to facilitate the Board's success effectively and diplomatically without 'delegating upward.'
- Possessing good financial insight, understanding, and the ability to execute Association financial reporting using the JONAS system, while working closely with the Association subcontractor for this service.

## **PERSONAL ATTRIBUTES**

- A likable and well-rounded individual who is highly approachable by members. He/she should be very good at member recognition and with member names and be compatible with the family-oriented culture and style of the Chapter. A "Role Model" for Chapter Members to emulate and look to for mentorship, guidance, and positive direction when necessary and appropriate.
- Able to effectively use the BOD as a sounding body and raise issues with the Board of a policy nature, presenting alternatives and advantages and disadvantages. An enthusiastic supporter of Board decisions.
- A "team builder". Able to build and maintain a cohesive, supportive, and respectful group of Regional Administrators, which functions cooperatively on behalf of the membership with mutual support for each other.
- Embracing the desire for the MD to make themselves available to travel as necessary throughout the Chapter and be involved in annual and regional CMAA conferences and activities deemed beneficial to the Chapter.

## **MAJOR DUTIES AND RESPONSIBILITIES**

### **Member Services**

- The MD must exemplify a "lead by example" approach within the Chapter while maintaining a very upbeat, "can do" attitude toward members, services, programs, and initiatives. He/she must be creative and dedicated to providing evolving, necessary, and desired professional development programs and activities for members, doing so with dedication to ensuring that the Chapter is viewed as the most progressive and dynamic within the greater CMAA organization.
- Assures the smooth, efficient daily operation of the Chapter and the services/support it provides its membership.

- Works to ensure that every Region of the Chapter enjoys outstanding educational and social networking opportunities, working within budgetary guidelines and annual goals and objectives.
- Continuously looks for and considers ways to improve existing member services and add new programs and services to enhance member enjoyment and membership's overall 'value.' Recognizes that preserving the Chapter's focus on creative and cutting-edge professional development and "family" during appropriate Chapter activities is critically important.
- Recognizes the need to be a highly visible presence to Chapter members during events, meetings, and conferences, including the annual World Conference on Club Management, and the critical need to develop these relationships very positively.

### **Chapter Management**

- Assumes 'active' and time-sensitive responsibility for all Chapter administration, including interactions with membership, corporate partners, vendors, National CMAA Headquarters, and other deemed appropriate and essential entities.
- Works closely with the Board, Committees, and appropriate FLCMAA members to ensure that Regional and Chapter initiatives are identified and memorialized and action plans are created and executed within the predetermined time frame.
- Actively participates in and guides the Chapter's strategic and long-term planning efforts, ensuring that FLCMAA continues to evolve with changing times while maintaining appropriate and necessary traditions and fundamental values supporting its mission.
- Interfaces with appropriate individuals and Allied Associations involved with the FLCMAA events and programs, ensuring that the Chapter's interests are adequately protected and promoted when appropriate. Is the primary "Ambassador" of the Chapter to initiate and promulgate FLCMAA to such groups throughout the Chapter/State.
- It assures that the Chapter is operated in accordance with all applicable local, state, and federal laws and with the highest degree of integrity and ethical standards.
- Attends all meetings of the BOD and various Committees to which they are designated an ex-officio member, including Regional meetings on a predetermined/regular basis. Maintains proper records for all meetings.
- Recognizes the need to be the organization's leader in vision, planning, tradition development, and governance by providing proactive leadership to the Board, Committees, and members. In addition to traditional skill sets in general management, accounting and financial management, non-profit association management, general marketing, membership marketing, and legislative affairs, the MD is the catalyst in recognizing trends and internal and external influences that impact Chapter operations and is responsible for developing strategies for dealing with these developments and expectations.
- Is responsible for coordinating accurate and timely Chapter information with various Regional and National end sources, which rely on this information to manage their respective functions.
- Furthers their professional development by involvement with appropriate educational providers, enhancing their value to the Chapter.
- Has a solid ability to 'market' FLCMAA to various corporate and vendor groups who, in turn, see the value of their financial support of the Chapter. Recognizes the need to be the primary 'driver' to generate financial support from such vendors, working with them to create mutually beneficial relationships and outcomes.

### **Financial Management**

- After the Board of Directors' approval, the Board prepares annual operating and event budgets and manages and controls Chapter operations to attain desired results. In conjunction with the Board, Secretary/Treasurer, Regional Directors, and Committee Chairs, as appropriate, create and update an annual Business Plan outline to support the operating budget objectives.
- Provides input, direction, and support to all Regional Directors, Regional Administrators, and others responsible for input, fiscal controls, and operational guidelines. Works with each to create goals and objectives to support the Chapter's financial plans.
- Is responsible for approving contracts, accounts payable, and sub-contractor payouts and maintaining them within budget constraints and through close coordination and communication with the BOD.
- Ensures maintaining an up-to-date management information system, which may be counted on for timely and accurate information about the Chapter's affairs and membership.

- Recognizes the critical priority of providing accurate, timely, and meaningful reports and analysis to the BOD, offering options and alternatives as appropriate.

### **Communication**

- Develop an ongoing dialogue with Chapter members through recognition, one-on-one communication, website or newsletter reports, and personal and timely follow-through as appropriate.
- Coordinates with appropriate State and Regional representatives to create and perpetuate a program of indoctrination and orientation of new Chapter members. Moreover, it ensures that new Board and Committee members have an in-depth orientation within a reasonable period after assuming their new roles and responsibilities. If necessary, create and regularly update an exhaustive Board and Committee Orientation Manual to assist with this effort.
- Keeps the President or, in that person's absence, the Executive Committee or appropriate Director or Committee Chairperson informed of all significant or potentially significant operating matters, problem areas, achievements, or other matters of member importance.
- Places great importance on "engaged" communications and interaction, looking to develop regular and ongoing opportunities for dialogue and dissemination of necessary information to the Board, members, corporate partners, vendors, and Allied Associations.
- Is adept and comfortable speaking to small and large gatherings of people and recognizes the need to be articulate and engaging and provide valuable and necessary information to advance the mission of the FLCMAA to members, corporate partners, vendors, and other necessary constituencies.

### **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience and includes an excellent bonus and benefits package.

### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Michael Feil, Search Chairman, and FLCMAA MD Search Committee**, and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why the FLCMAA will benefit if you are selected for the role

**You must apply for this role as soon as possible, by July 20, 2024; candidate selections will occur later that month, with first interviews in August and a final selection in late summer.**

### **IMPORTANT: Save your resume and letter in the following manner:**

"Last Name, First Name Resume" &  
"Last Name, First Name Cover Letter – FLCMAA - MD"  
(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Patty Sprankle: [patty@kkandw.com](mailto:patty@kkandw.com)

### **Search Executive:**

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