

# INSERT STATE Executive Director Job Description

## The Executive Director shall:

- Serve as the primary spokesperson for the association, monitoring the changing environment of the broadcast industry and understanding new media technologies and communicating that information to the board and membership.
- Shall lead the Legislative Team (dealing with the **insert state** legislature and our National Congressional Delegation. The Executive Director shall be confident and effective in presenting the **insert state** views on bills could potentially be detrimental to our members, and shall work with the NAB on garnering signatures for (or against) legislation that impacts our industry.
- Shall work to maintain all existing NCSA Sponsorships and explore potential additional (or replacement) sponsors.
- Shall be responsible for the day to day operations of the **INSERT STATE**, including the checking and investment accounts and provide monthly and/or quarterly financial reports to the **INSERT STATE** Board of Directors.
- Shall maintain the **INSERT STATE** office as a professional and organized business office.
- Shall organize with the President a MINIMUM of two board meetings, and keep the minutes of such meetings, except for executive sessions.
- Shall coordinate and organize all online and in-person sales training events, one at the convention and another in the spring of the year, preferably at various locations around the state.
- On a regular basis, visit with members to stations to find out how we can better help them; and visit non-member stations to explain the benefits of **INSERT STATE** membership.
- Shall work with the President and Vice President in planning the Annual Convention, getting input on programs, entertainment, etc. from a committee to be appointed by the President.
- Shall be responsible for frequent updates to the **INSERT STATE** website and for distributing information to all members, including a quarterly **INSERT STATE** newsletter.
- Shall establish and maintain relationships with **state** legislative leaders, elected official, industry members, and Advertising agencies.
- Shall employ and outside firm to review our financial situation, provide payroll information, and prepare Federal and State tax forms.