

# New Merged Association

INLAND PRESS ASSOCIATION AND SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

## POSITION PROFILE

### Chief Executive Officer

#### Position Summary

The Inland Press Association and the Southern Newspaper Publishers Association are in the process of merging. A search has begun for a new CEO who will be the voice and face of the newspaper industry. The CEO of the new association will have the overall strategic and operational responsibility for staffing, programming, managing and achieving the mission of NewCo (working acronym for the association). The staff of the new association will work remotely. The CEO will work with association and foundation boards to devise and implement strategies that achieve the organizations' goals, and ensure that the nonprofits' fiscal, marketing, human resource, technology, programming and operational objectives are effectively implemented.

#### Responsibilities

- Evangelizes the Vision+Mission of Newco.
- Is the chief spokesperson for the industry externally, its community and members.
- Works with boards to recruit, engage and retain members.
- Develops, maintains, and supports strong, diverse boards and committees and cultivates a collaborative working relationship with association leaders and industry executives.
- Oversees the organizations' finances, develops and monitors budgets, maintains sound financial controls, and sets financial priorities to ensure that the organization can support program needs and the staff.

- Leads, coaches, develops and retains a high-performance staff.
- Deepens and refines all aspects of communications—from web presence to social media to external relations -- with the goal of maintaining a strong brand and nurturing member engagement.
- Delivers high-quality programs and services.
- Builds relationships with other industry associations and businesses and seeks opportunities to partner with other groups to strengthen brand, increase reach and expand member services.
- Serves as corporate Secretary and assistant Treasurer — prepares and distributes minutes of meetings and monthly financial reports.
- Maintains necessary records and documents, and ensures compliance with state and federal regulations.

#### Qualifications

The CEO will have proven leadership and marketing skills, be adept at developing and motivating staff and volunteer leaders, managing budgets, achieving goals, communicating passion and excitement about the importance of the industry that NewCo. serves.

Specific requirements include:

- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.
- Minimum of a Bachelor's (or equivalent experience) with at least 10 years of senior management experience.
- Prior nonprofit experience or previous leadership position at a local media company.

- Excellent organizational management skills with the ability to coach and develop staff, set and achieve strategic objectives, and manage financial operations.
- Experience working with boards.
- Experience with managing a remote staff.
- Excellent coalition-building skills and the ability to communicate and work effectively with a variety of internal and external stakeholders.
- Outstanding presentation and communication skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser.
- Action-oriented, entrepreneurial, adaptable, with innovative approach to business planning.

## About the Organization

The Inland Press Association and the Southern Newspaper Publishers Association are in the process of merging with the executives of both organizations retiring and the staff working remotely. This was a decision of the industry based on the significant change seen in the last decade, including the migration to larger groups and exiting of many long-term family owners. The industry has also seen a seismic shift in the business model and long-held practices have been upended.

The merger will result in NewCo., a response to a critical need for an industry association that provides voice, focus and function equal to the challenges of this new reality.

This new association will be a champion of the newspaper industry and a proactive voice that promotes the value and contributions of newspapers to the communities that they serve. It will embrace this new role while continuing to support members in their need to adapt their business models to a changing landscape.

This new association will provide members with materials and training on how to educate and inform their communities about the indispensable value of newspapers and local journalism. It will provide resource-rich, in-person events with a larger pool of attendees, speakers and vendors, and expanded and improved opportunities for free digital training and idea-sharing. It will provide industry research and white papers, focus on sustainable business models, and provide enhanced coordination and partnerships with j-schools and other industry organizations.

The new association will have a board of 25, including 18 regular directors, three associate directors, four officers, and one, non-voting ex officio Chief Executive Officer.

The two foundations affiliated with Inland and SNPA will remain wholly independent with their own Boards of Directors and officers. But, the two foundations will provide the new association with annual funding for the programs that conform with the missions of those two foundations.

*This search is being conducted by:*

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