

EXECUTIVE POSITION PROFILE

Executive Director



This search is being conducted by:

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I. Opportunity

Scope of Position

SmithBucklin, a 100 percent employee-owned association management company, is looking for an **Executive Director** based in its Chicago, IL office to work closely with the board of directors to lead staff and volunteers for its client organization, **Apra**.

Apra is committed to serving, representing and advancing the professionals and practices that enable the philanthropic success of institutions that rely on fundraising for achieving their missions. Apra leaders, volunteers and members foster a highly collaborative environment for sharing and discussion, while leading the development, dissemination and advancement of best practices, resources, thinking and trends. Professionals in the Apra community strategically harness information and data to drive fundraising for philanthropic institutions. Apra members lead, engage and advocate on behalf of their community so that their institutions can continue to enrich the world we live in. Apra is a recognized leader in strategic practices for professionals utilizing analytical skills, data-driven research and insights, and collaborative relationships to advance the missions of philanthropic institutions.

For 30 years, Apra was an acronym. Originally the “American Prospect Research Association,” it later became the “Association of Professional Researchers for Advancement.” In 2016, the board committed to rebrand the organization as Apra. Moving away from an acronym was a recognition of Apra’s broadening mission and membership, which now encompasses development professionals across a range of functions, including prospect research, development and management; data analytics and management; annual giving; special gifts; campaign strategy; and more. Budgeted operating revenue for 2018 is \$1.6M.

The role of this executive leader is to work with the board, members, service providers and thought-leaders across the industry to shape a vision for the future and to demonstrate the value Apra and its members bring to the to their profession and to fulfillment of the important missions of the institutions they serve.

In addition to possessing strong business and leadership skills, the Executive Director will be expected to readily identify new opportunities and influence the future of the organization in support of the Apra’s mission.

Specific goals of the Apra Executive Director include:

- Lead the board to reimagine the future vision of Apra and to develop an aspirational, growth-oriented multi-year strategy to execute on that vision;
- Grow and diversify membership by being the recognized leader in the prospect development profession; increase member awareness of and engagement with Apra;
- Ensure the Annual Conference continues to be the premier prospect development event for professionals, suppliers, and other participants, including increasing the number of attendees and exhibitors, and that the Annual Conference meets financial objectives;
- Increase Association gross revenues through growth in attendance and exhibition at the Annual Conference and educational programs, in membership, and in other non-dues revenue programs and activities;
- Increase public awareness and be an advocate for the pride in the profession and for the Association through public relations efforts, public speaking engagements, developing relationships with peer industry associations, and advancing increased marketing activity in the industry; and
- Align the culture of the board, volunteers and staff to embrace innovation, risk-taking and aspirational growth. Serve as a strategic thought partner and mentor to the board of directors, new board members and the network of volunteers.

What You Will Do

- Advise, guide and influence the board of directors on shaping a 3-5-year strategy, and establish and prioritize annual goals to support achievement of its mission and reimagined vision for the future
- Provide governance leadership and support to the board of directors, committees and task forces, ensuring a process to identify and recruit future leaders, establish policy and provide overall direction for the business
- Serve as a true C-Suite generalist: In addition to serving as the association's chief staff officer, the role also entails many of the duties of a COO, CFO, CHRO, CMO and CTO
- Plan, direct, monitor, analyze and communicate Apra's finances, including annual budgets, monthly statements (including interpretation and forecasting), and investments
- Oversee all functional areas of operations: drive membership growth through recruitment, retention, engagement and recognition; lead strategic event management; cultivate sponsorship and partnerships; drive education, marketing, information technology innovation and implementation
- Lead staff, both paid and volunteer, to deliver needed programs and services; track their effectiveness, and identify and implement new sources of revenue that align with the organization's mission, goals and objectives
- Keep abreast of industry developments, trends, changes and opportunities. Monitor the competitive environment, identify and recommend potential industry alliances with other associations and organizations
- Enhance the visibility and reputation of the organization to ensure increased participation of existing members, attraction of new members and overall sustainability of the organization

This Role Might Be for You If You Are...

- A **strategic and visionary leader**, with the ability to envision future possibilities and translate them into breakthrough strategies
- A **confident networker and influencer** who effectively fosters formal and informal relationships outside the organization by serving as a community builder and networker who works from the outside in, leveraging exceptional interpersonal skills and approaches to deal with a variety of stakeholders
- **Action-orientated** and someone who comfortably embraces new opportunities and tough challenges with a sense of urgency, high energy and enthusiasm
- **Highly collaborative**, with a proven record of accomplishment in building partnerships and fostering collaboration with a professional community to meet shared objectives, in addition to sourcing and deploying resources (board, volunteers, partners, staff) effectively and efficiently while anticipating the needs of multiple stakeholders
- A **strong communicator** who has proven success developing and delivering multi-mode communications and implementing public relations strategies that convey a clear message while promoting the mission of the organization
- **Financially savvy**, with a keen understanding of key financial indicators and the highest standards of fiscal accounting, controls and best practices to make better business decisions
- **Someone with vision and purpose** who has a history of painting a compelling picture of the vision and strategy of an organization and motivating others to action
- **Have the ability to travel**, up to 20%, including some weekend activities

Qualifications

- A minimum of 10 years of experience in leadership and/or management roles within the not-for-profit sector, preferably with a similar trade association
- Experience as an Executive Director, CEO or the top P&L leader
- Experience within the philanthropy, prospect development, fund-raising or related segments of the profession
- Profit and loss and budgetary experience
- Demonstrated passion for the mission of his/her organization, his/her professional community and cultivating a continuous learning culture
- Knowledge and a measurable track record of elevating the profile of an organization through outreach, marketing and public relations
- Relationship building skills to cultivate and maintain engagement with member organizations and volunteers
- A track record of driving successful programs and influencing a large unpaid/volunteer workforce is essential
- History of leading a staff and managing their professional growth and development
- Effective presentation and public speaking skills are required
- Proficiency with basic computer programming, including the Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- An undergraduate degree is required; an advanced degree is preferred
- CAE (Certified Association Executive) is preferred

Where Do You Fit?

Working at SmithBucklin will offer you countless opportunities to develop transferable skills, acquire meaningful knowledge and gain rich experiences at an accelerated pace. By working collaboratively with smart, ambitious, multi-talented, genuine and hardworking colleagues, you will build meaningful, deep and enduring relationships that will serve you well throughout your career, regardless of your chosen path. In addition, as a 100 percent employee-owned company, SmithBucklin offers all of our people – regardless of position or compensation – an equal chance to experience the fulfillment and reap the benefits of ownership. As owners, our employees control the destiny of SmithBucklin and are unified in the goal of building a great, enduring company.

Equal Employment Opportunity

At SmithBucklin, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status or any other protected status designated by federal, state or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference and background investigation based on position.

II. Organization Review

About Apra

Apra is committed to serving, representing and advancing the professionals and practices that enable the philanthropic success of institutions that rely on fundraising for achieving their missions. Its leaders, volunteers and members foster a highly collaborative environment for sharing and discussion, while leading the development, dissemination and advancement of best practices, resources, thinking and trends. Professionals in the Apra community strategically harness information and data to drive fundraising for philanthropic institutions. Members lead, engage and advocate on behalf of their community so that their institutions can continue to enrich the world we live in. Apra is a recognized leader in strategic practices for professionals utilizing analytical skills, data-driven research and insights, and collaborative relationships to advance the missions of philanthropic institutions.

Our Mission

Apra is the premier organization for professionals who strategically harness information and data to drive fundraising for philanthropic institutions.

Our Vision

Apra is a recognized leader in strategic practices for professionals utilizing analytical skills, data-driven insights, and collaborative relationships to advance the missions of philanthropic institutions.

Board of Directors

EXECUTIVE COMMITTEE

- **Liz Rejman** (*President*),
Pathways to Education Canada
- **Mark Egge** (*President-Elect*),
Greater Twin Cities United Way
- **Jill Meister** (*Immediate Past President*),
Adelphi University
- **Bond Lamme** (*Treasurer*),
Bentz Whaley Flessner
- **Amy Turbes** (*Secretary*),
Creighton University

DIRECTORS

- **Tracey Church**, Tracey Church & Associates
- **Carrick Davis**, University of Northern Colorado
- **Milagro "Misa" Lobato**, University of Colorado
- **Ashutosh Nandeshwar, PhD**, University of Southern California
- **Caroline Oblack**, Oregon Health and Science University Foundation
- **Brock Silvey**, Northwestern University
- **Melissa Bank Stepno**, Blackbaud Target Analytics

Web Presence

www.aprahome.org

IV. About Vetted Solutions

Vetted Solutions is an executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on CEO and senior staff positions.



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