

## **PRESIDENT & CEO, Diving Equipment and Marketing Association (DEMA) Job Description**

### **Title: President & CEO**

Location: San Diego, CA (This is a hybrid position)

### Reporting Relationship:

The President & CEO reports to the DEMA Board of Directors through the Board Chair.

### Principal Responsibilities:

- Produce DEMA Show, the association's annual convention, maintaining its stature as the industry's premier business to business conference; deliver outstanding attendee experiences, and achieve budget targets. Production of DEMA Show includes maintaining exhibitor relationships while providing excellent exhibitor experiences, maintaining legal and ethical requirements of a non-profit trade-only event, an understanding of the exhibit and attendee sales process, selection of education providers/speakers, and managing show-related vendors.
- The President & CEO provides strategic leadership and executive management consistent with DEMA's the strategic plan and the direction of the board.
- Manages and leads the professional staff and day-to-day operations of the association to achieve the association's mission.
- Develops and nurtures strategic relationships and represents the association to the media, lawmakers, and other publics.
- Achieve financial and operational objectives while advancing the association's mission.
- Governance: Advise and support the board of directors in governing the organization; participate fully in deliberations of the board, board and program committees, and other elements of governance.
- Participate in the development of DEMA's strategic plan.
- Provide the board with regular reports, including an annual report directed to the DEMA Membership.
- Provide thought leadership, data, analysis and recommendations to assist in governance and strategic thinking.
- Develop, propose and execute the annual Plan of Work and DEMA's annual Budget as adopted by the DEMA Board.
- Develop Board and Operational Policies; New program and service opportunities; amendments to the by-laws and other governing documents.
- Hire, develop, review, and terminate the professional staff.
- Establish a member-focused staff culture that supports innovation, continuous improvement, career-long learning and professional development.
- Support the growth and development of DEMA Committees and ensure that the committees comply with the association's by-laws, agreements, standards, policies and procedures.

- Provide stewardship of the association's assets, including cash, investments, tangible property and intellectual property.
- Maintain a strong and effective Visual Identity Standard, protecting the association's trademarks and service marks.
- Produce additional meetings of the DEMA Board, and other conferences and activities as required by the DEMA Board of Directors.
- Develop, implement, and market other products, programs, and services.
- Serve as publisher of the association's Public Policy Digest, GoDiveNow Marketing Digest and other publications.
- Lead policy advocacy and lobbying efforts for state, U.S. federal, and international as needed: oversee research, media outreach, legislative education and member engagement in the policy process. Manage alliances and relationships with other organizations that support advocacy efforts. Ensure compliance with all regulations.
- Select, engage, and supervise vendors and contractors and other service providers.
- Evaluate and sign contracts and other agreements.
- Work closely with professional advisors to the board, such as the general counsel and official auditor.
- Develop and manage relationships with sponsors, partners, advertisers, strategic allies, and others.
- Inform the board regarding the condition and operations of the organization and trends, events, or emerging issues that can impact the association's success.
- Manage the office, infrastructure, systems, policies and procedures necessary to administer the headquarters operation, serve members and ensure consistent, high-quality, professional operations.
- Serve in various roles with related subsidiaries, such as Associations West (formerly CalSAE), The American Society of Association Executives (ASAE), the International Association of Exhibitions and Events (IAEE) and others.

### Education

- Bachelor's degree, preferably in business or management, or non-profit management. An advanced degree such as MBA is preferred.
- Certification in association management preferred (CAE certification). Candidates without a current CAE certification must commit to obtaining a [CAE certification](#) within the first 15 months after hiring.
- Certification in exhibition management preferred (CEM certification).

### Qualifications

- Minimum of 15 years of work experience with at least 5 years in a senior executive management position. Previous non-profit association CEO experience is preferred.
- Experience and qualifications in marketing, business research, use of social media, membership recruitment and retention, and education.
- Proficient with Microsoft Office suite.

- Experience with Association/Relationship Management databases.
- Demonstrated ability to adapt quickly to new technologies and system.
- Knowledge of the recreational scuba diving industry is highly desirable.

#### Personal Characteristics

- Spokesperson, ambassador, and enthusiastic advocate for the association.
- A leader able to develop credibility with the membership, staff, and board.
- Experience engaging with a diverse, global constituency.
- Personable, self-confident, and positive.
- Self-reflective and excellent written communicator.
- Willingness to travel approximately 30-50 percent of the time domestically and internationally on behalf of the association.
- Trustworthy; operates with the highest level of integrity and ethical behavior.
- Skilled in interpersonal and organizational conflict analysis, management, and resolution
- Open, candid management style.