



## President and CEO Position Description

### NORTHERN CALIFORNIA WORLD TRADE CENTER

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The Northern California World Trade Center is the largest international business organization serving the Greater Sacramento, Central Valley, Bay Area mega-region. The NorCalWTC has an annual budget of \$720,000, offices in Sacramento and San Francisco, and a staff of seven.

#### **NorCalWTC Vision:**

Our vision is a prosperous Northern California that is globally-fluent, internationally-connected, and economically-vibrant.

#### **NorCalWTC Mission:**

The Northern California World Trade Center helps California companies develop their international business through education, resources, and connections.

#### **Organizational Structure:**

The NorCalWTC is a 501 (c)(3) non-profit California Corporation governed by a Board of Directors. The NorCalWTC is operated under a license issued by the international World Trade Center Association, which was purchased by and is currently owned by the Sacramento Metro Chamber of Commerce. The NorCalWTC operates the Trade Center under a Memorandum of Understanding with the Metro Chamber.

#### **Position:**

The President and Chief Executive Officer (CEO) will have overall strategic and operational responsibility for the programs, staff, expansion, and mission of the Northern California World Trade Center in particular focusing on:

- Meeting the financial goals through corporate fundraising, program support and budget management
- Overseeing and retaining high-performing, engaged staff through a collaborative team approach
- Ensuring ongoing program excellence and contributing to new program development

#### **Reporting:**

The CEO reports to the Board of Directors in accordance with the by-laws, however on a regular basis communicates with and reports to the Board Chair and the Executive Committee.

#### **Specific Responsibilities include but are not limited to:**

- Value Proposition: The CEO is responsible for evaluating the effectiveness of the current value offered to members and strategic development of new added value programs.
- Membership: The CEO is responsible for the overall direction and management of the membership activities. These activities include membership development and retention, providing services that meet the needs of its members, value added benefits, and other activities that provide value for the NorCalWTC membership.
- Programs: The CEO must have a thorough understanding of event management and provide direction on the development of new programs that expand member value and revenue.
- Geographic Expansion: The NorCalWTC Strategic Plan calls for an expansion of programs and services into the Bay Area and throughout the Central Valley. The CEO must be prepared to lead this expansion initiative including developing relationships, attending events, and developing strategies for engagement in key areas outside of the Greater Sacramento region.



- Economic Development: The CEO is responsible for monitoring and supporting regional economic development initiatives and engaging the NorCalWTC as appropriate.
- Outreach and Communications: The CEO is responsible for ensuring the execution of a comprehensive communications strategy that achieves broader awareness of the Trade Center and its programs.
- Public Policy: The NorCalWTC is becoming the regional go-to source for current information on federal trade policy issues through regular updates on all communications channels. The CEO is responsible for ensuring the organization stays current of trade issues and is prepared to serve as the public spokesperson on issues.
- International Visitors Leadership Program: A significant portion of the revenue and programs of the NorCalWTC involve implementing the U.S. Department of State's International Visitors Leadership Program funded through a federal grant. The CEO is responsible for ensuring annual grant applications, budgets, and reports are submitted timely and accurately. The CEO also supports the program through engagement with international leaders and regional resources, while supporting Sacramento and San Francisco staff is critical to continuing this revenue stream for the organization.
- Board/Volunteer Relations: The CEO will be capable of maintaining strong and effective relationships with the volunteers that serve the NorCalWTC including committee, officers, and the Board of Directors.
- Human Resources Management: The CEO is responsible for overseeing, supporting, coaching, attracting, and retaining a dedicated high performing staff.
- Financial Management: The CEO must have a solid understanding of finance, cash management, and budgeting. The CEO is responsible for developing the annual budget and revenue goals and for achieving the goals.

### **Personal Characteristics:**

The CEO will have a combination of experience and professional qualifications, which display the following:

- A proven record of accomplishment in business or non-profit organizational management
- A demonstrated strength in sales and fundraising
- A proven record of developing a strong, motivated, engaged staff team
- Excellent written and verbal communication skills
- Demonstrated skills in public speaking, media relations, and related strengths
- Excellent interpersonal skills

Additional experience and characteristics which add to the qualifications of the CEO candidate may include:

- A strong professional business network in Northern California
- Education or professional experience in international business
- Demonstrated interest in diverse international cultures
- A background in working with volunteer organizations
- Competency in a foreign language

### **Applicants:**

Interested candidates must email a resume and a cover letter that highlights their interest in and unique qualifications for the position to [info@norcalwtc.org](mailto:info@norcalwtc.org) with the subject line CEO Position.

*Posted February 8, 2016. Application period will remain open until the position has been filled.*