



JOB DESCRIPTION

Title: President/Chief Executive Officer (CEO)

Reports To: Board of Directors

Location: 204 S. Hamilton Street, Madison, WI 53703
(position is not remote)

Organizational Overview: LeadingAge Wisconsin is a trade association that is comprised of more than 500 nonprofit organizations and serves as a valuable source of information to assist our membership in expanding the world of possibilities for aging. Providers of senior care services include Wisconsin nursing homes, facilities for the developmentally disabled, independent and assisted living facilities in Wisconsin, and community service agencies. Statewide, our members employ over 38,000 people who provide compassionate care to more than 48,000 individuals daily.

Job Summary:

- Is the association's principal executive officer and public advocate for the quality of life and services for older adults in Wisconsin.
- Is responsible to support the LeadingAge Wisconsin (LAW) board of directors, to develop LAW's strategies, lead the association's staff, and manage the organization's resources to achieve its annual and strategic goals.
- Is the main public spokesperson on behalf of the LAW's members, their missions, and most importantly, the people in their care and service.
- Is responsible to provide proactive, assertive interactions in building effective relationships with state and federal legislators, regulators, and other public officials and agencies.
- Represents the organization at meetings with other state and national trade associations.
- Represents the mission and ethics of its mission-driven, values-based membership, and leverages their combined economic impact.
- Through the LeadingAge national association, provides LAW members connections for access to the combined efforts of affiliates across the country in order to raise the quality of service for seniors, advance research and innovation, and support educational opportunities.
- A demonstrated history of success with a depth of professional senior leadership expertise and extensive knowledge of the senior living and health care services profession in its current and emerging forms.

- Must demonstrate skills to assemble a high-performing staff, manage and motivate it effectively, and continually work to develop its capabilities.
- Must develop an annual budget and manage the association's activities and objectives within its financial means.
- Assures that the mission, vision, and values of LAW are advanced in all matters connected with the association's internal operations and external relationships and activities, to establish the LAW brand as the premier state association for all types of members including but not limited to adult day, home health, hospice, long-term care services and supports, affordable housing, and home- and community-based services.
- Preferred that the individual understand the importance of developing social relationships with leadership in all types of LAW's members in order to better connect the needs of members with the work of the association.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Ensures that the strategic vision for the association is defined, developed, and executed.

- Leads a strategic planning process that meets the needs of the board and membership;
- Attracts, develops, and retains the professional talent necessary to execute the organizational strategy.
- Enacts the strategic plan within budgetary constraints; and
- Manages the organizational strategy in conjunction with the Board's oversight.

2. Ensures effective public policy and advocacy on behalf of members.

- Manages issues, i.e. emerging policy related trends, as well as anticipates issues that might impact the members.
- Manages and coordinates policy analysis on existing and emerging strategies from State entities including but not limited to the DHS, DQA, Wisconsin Medicaid, DPH, DSPS, and OCI.
- Engages in and/or directs research for recommended position statements, leads members in vetting policy ramifications in timely and effective manner, and effectively communicates complicated issues to disparate audiences and constituencies.
- Assembles and leads advocacy team to implement strategies for effective advocacy; builds grassroots and stakeholder support by passionately engaging stakeholders, and enthusiastically putting advocacy into action.
- Integrates general policy advocacy efforts collectively for the association as well as for specific individual policy interests of the subgroups with the

membership, i.e. county homes, hospice, palliative care, assisted living, etc., as may be necessary from time to time.

- Actively and passionately advocates for the association, its members, and especially older adults. Acts as a liaison between the association and the community, building relationships with peer organizations and strategic partners.
- Maintains credibility and visibility with both legislators and regulators in his or her attempt to achieve efficient, fair, and effective laws with fair enforcement.
- Provides public testimony or selects the most strategic person to provide testimony on behalf of the association.
- Raises the visibility and credibility of LAW by disseminating timely, relevant, and reliable information related to complex policy analysis and research through the use of position statements, publications, social media postings, and other means.

3. Serves as the public face both internally and externally by being the primary spokesperson and representative.

- Works to raise the public visibility of LAW, its members, and its policy positions.
- Builds association credibility by assuring that the mission, programs, and services are consistently presented in a strong, positive image to relevant stakeholders.
- Serves as lead public spokesperson for the association actively joining in public discussion about matters affecting the members through print, digital, and other media.
- Provides leadership and participates in Board meetings, various governmental committees, member gatherings, consumer groups, community functions, and with the public at-large, advocating for the association and its vision and mission.
- Develops a consistent program of personal communications with key elected and governmental officials whose work has the most impact on association members.

4. Ensures that all major organizational processes are developed and run efficiently and effectively.

- Establishes, maintains, and updates board governance.
- Works with the board chairperson to plan effective programs and meetings that achieve the operating, governance, and strategic goals of LAW.
- Oversees the budget and the organization's financial performance to ensure they are within budget and are within established benchmarks.

- Oversees that the day-to-day association operations are in accordance with accepted and established policies and procedures, and code of conduct.
- Cultivates a work team spirit that promotes excellent member service.
- Provides relevant and timely communication to internal and external constituents.
- Efficiently manages and provides oversight of Wisconsin Association of Homes for the Aging Research and Education Corporation while cultivating key donors and generating fund-raising activities.

5. Ensures that members are provided with high value.

- Initiates programs and provides the necessary leadership to evaluate program success and/or determine program conclusion.
- Assures that membership numbers and revenues meet targets.
- Assures membership satisfaction with education and other programs.
- Monitors and strives to reduce attrition due to member dissatisfaction.
- Gathers meaningful information from survey data and research for membership satisfaction.
- Tracks enrollment statistics in various programs offered.
- Provides for outreach activities to connect personally with member organizations and their leaders.
- Meets with new member executives and introduces them to LAW.
- Strengthens knowledge and increases member participation across all member types.
- Focuses on the balance between all types of members to build value -- adult day, long-term services and supports, hospice, palliative care, affordable housing and home- and community-based services.

6. Other duties as the Board of Directors of the Association may, from time to time, direct.

ESSENTIAL REQUIREMENTS FOR EDUCATION AND/OR EXPERIENCE:

- **Communication Skills:** The ability to communicate effectively, persuasively, and appropriately in oral and written form, by understanding the audience's needs, subject matter content, and urgency. Must be able to appropriately respond to assorted media, build public and professional relationships, and deliver on the value proposition of membership.
- **Consensus Building:** Promotes cooperation, collaboration, and partnerships between individuals or groups, both inside and outside the organization; builds and maintains trusting relationships with individuals and teams to improve organizational effectiveness through change and innovation required to meet strategic goals.
- **Industry Experience:** Develops working knowledge of all aspects of adult day, long-term services and supports, hospice, palliative care, affordable housing, and home- and

community-based services, and how these are evolving, and how those changes are impacting LAW members.

- **Strategic Leadership:** Exhibits the ability to create and structure an organizational culture that is forward looking and high performing in line with the organization's mission and values; works to gain others' support, commitment, and action toward the organization's goals.
- **Strategic Thinking:** The ability to adopt a long-term system view of an organization's strengths and weaknesses, as well as to examine external trends/risks to assess positioning and make decisions that maximize performance.
- **Collaboration and Teamwork:** Exhibits the ability to serve as a leader while maintaining productive professional relationships, which allow for healthy dialogue, disagreement, and debate. Has the ability to build community among board and staff toward fulfilling the aspirations and mission of LAW.
- **Results Orientation:** Has the ability to focus on short- and long-term outcomes and ensure that the strategic goals determined and set forth for the organization are met.
- **Ethics and Transparency:** Has the ability to understand and uphold the highest degree of professional ethical standards and maintain the integrity of the organization
- **Analytical Thinking:** Has the ability to see the "big picture" in complex situations by linking information or by considering an abstract or longer-term perspective; breaks down a problem, situation, or process into its component parts; understands the nature of those parts and their relationship to one another; makes decisions in situations of uncertainty or risk.
- **Process leadership:** Exhibits the ability to demonstrate hands-on leadership, pay attention to detail, and have a good command of operating activities.
- **Resourcefulness:** Has the ability to identify opportunities to use resources that are already available or that are easy and/or cost effective to obtain; uses imagination and creativity to navigate difficult situations.
- **Staff Development:** Shows the ability to mentor staff members to increase their professional capabilities, leverage their potential, and develop a high performing work team.
- **Education:** An undergraduate degree is required; an advanced degree in a related field is preferred.
- **Position Experience:** 7-10 years of CEO experience or similar executive leadership; 5-10 years of senior living support/service profession experience. Experience with the state of Wisconsin is preferred. Experience in professional association/membership and delivery of educational services preferred.

Please send resumes to: CEOSearch@LeadingAgeWI.org by **April 12, 2024**