



CEO/Association Executive Job Description

Objectives and Position Overview

The CEO/Association Executive of the Greater McAllen Association of REALTORS® (GMAR) is the chief staff officer responsible for the leadership, strategic direction and administration of the association. pivotal leader responsible for advancing the mission and strategic vision of the association. The executive will oversee the comprehensive association management of the organization, ensuring alignment with the Board of Directors, volunteer member-focused resources and needs, industry standards, and community engagement. The CEO will work closely with the Board of Directors, committees, staff and volunteers to achieve organizational goals and fosters an environment of growth and innovation, driving operational excellence and enhancing the association's influence within the real estate industry.

The Chief Executive is Responsible For:

- **Strategic Leadership and Vision:** Spearhead the strategic planning process in collaboration with the Board of Directors, ensuring alignment with GMAR's mission and long-term goals.
- **Operational Management:** Direct all aspects of GMAR operations, ensuring efficiency, effectiveness, and compliance with established policies and procedures, commitment to core standards, and ethical compliance.
- **Financial Stewardship:** Oversee financial planning, budgeting, and reporting, ensuring the association's financial health, compliance with the annual budget, and sustainability.
- **Membership Engagement:** Develop and implement strategies to recruit, retain, and engage members, enhancing value propositions and fostering community.
- **Advocacy and Representation:** Represent GMAR in local, state, and national forums, advocating for policies and initiatives that benefit the real estate profession.
- **Organizational Culture and Staff Development:** Promote a positive work environment, supporting professional development and fostering a culture of collaboration and innovation.

Responsibilities

1. Day-to-Day Operations

- Manage and streamline daily administrative functions to optimize efficiency
- Ensure compliance with organizational policies, legal standards, NAR Core Standards, and industry regulations.
- Maintain effective communication channels within the organization Board of Directors, GMAR Committees, GMAR Membership, and with external stakeholders.

2. Compliance with Legal, Ethical, and Professional Standards

- Uphold the highest standards of ethics and professionalism in all organizational activities.
- Ensure all association activities comply with local, state and federal laws as well as, ethical standards set by the National Association of REALTORS® and industry best practices.

3. Organize Regular and Special Meetings for the Board of Directors and Committees

- Coordinate and facilitate Board of Directors meetings, ensuring agendas are set, board packets are prepared to support informed decision-making and minutes are accurately recorded and disseminated to membership.
- Support committee chairs in organizing and executing committee meetings.

4. Calendars and Communications for the Board of Directors and the Association's Programs and Membership

- Maintain and manage an up-to-date master calendar ensuring all GMAR events, meetings and activities are communicated effectively.
- Develop and distribute communications to members, keeping them informed of association news and initiatives.

5. Administrative and Staff Management

- Lead the recruitment, development, and performance management of staff.
- Ensure that staff roles and responsibilities are clearly defined and aligned with organizational objectives and volunteer member engagement. Conduct performance evaluations and manage employee relations.

6. Membership Engagement and Empowerment and Resources

- Implement initiatives to enhance member engagement and satisfaction through innovative programs, services and networking opportunities.

- Ensure members have access to relevant resources, tools, and education to support their professional growth.
- Foster a sense of community and belonging among members.

7. Communications and Public Relations

- Develop and execute a comprehensive communication strategy to enhance GMAR's mission, visibility and initiatives.
- The CEO may serve as a spokesperson for the association, along with the President.

8. Committee Liaison, Ethics, and Governance

- Act as a liaison between the Board of Directors, committees, and staff, ensuring effective association communication and collaboration.
- Ensure the association's bylaws, governance structures and policies and procedures practices promote ethical conduct and accountability.

9. Financial Record Analysis and Oversight Skills with Efficient Internal Controls and Processes

- Oversee financial management, including budgeting, financial reporting and audit compliance.
- Implement efficient internal controls and processes to safeguard the association's compliance with the annual budget and financial integrity.

10. Excellent Organizational and Recordkeeping and Computer Skills

- Maintain accurate records of all organizational activities and transactions.
- Ensure accurate and organized recordkeeping practices across all association operations
- Utilize technology to enhance operational efficiency and member services.

Strategic Leadership and Professional Development

- Lead the development and implementation of strategic plans that drive organizational growth and member value.
- Encourage continuous professional development for staff, volunteers and members fostering a culture of learning and innovation.

Community Engagement and Operational Efficiency and Excellence

- Build and maintain strong relationships with community leaders, business leaders, and partners to enhance GMAR's influence and impact.

- Drive operational excellence by continuously evaluating and improving organizational processes and systems.

Governance and Advocacy, TREPAC

- Ensure the association's governance structures and processes are robust and effective in achieving strategic objectives.
- Support the Texas Real Estate Political Action Committee (TREPAC) Committee initiatives and fundraising activities.
- Actively participate in advocacy efforts and support TREPAC initiatives to promote the interests of the real estate profession.

Organizational Goals the CEO Will Champion

- Enhance member engagement and satisfaction through innovative programs and services.
- Strengthen financial sustainability through effective resource management and revenue generation.
- Elevate GMAR's role as a leader and advocate within the real estate industry.

Engagement at Texas REALTORS® and the National Association of REALTORS®

- Foster strong relationships and collaboration with Texas REALTORS® and the National Association of REALTORS®.
- Participate in activities at state and national meetings, representing GMAR and advocating for member interests and industry advancements.

Qualifications

- Bachelor's degree required; advanced degree or relevant certifications preferred.
- Executive-level experience in an association, non-profit, or real estate industry.
- Proven leadership skills to lead staff, teams, and membership programs effectively.
- Knowledge of Multiple Listing Service (MLS) systems or member data management platforms is a plus.
- Strong financial, legal, or industry background with an understanding of REALTOR® associations, industry issues, and advocacy frameworks.

Compensation

- McAllen boasts one of the lowest costs of living in the country, with residents enjoying living expenses 13% below the national average.
- Salary: \$75K-\$100K plus benefits

Conclusion

The CEO/Association Executive of the Greater McAllen Association of REALTORS® is a dynamic and visionary leader, committed to positive engagement with volunteer membership in advancing the association's mission and strategic goals.