

POSITION DESCRIPTION

PRESIDENT & CHIEF EXECUTIVE OFFICER



www.ncha.org

For additional information, please contact:

Martin Godwin
Managing Director
Cameron Carmichael
O: 980-430-4850
C: 704-608-9995
mgodwin@cameroncarmichael.com



MISSION

To improve the health of the communities where we live and work by advocating for sound public policy and collaborative partnerships.

VISION

A North Carolina where high-quality healthcare is equitable and accessible for all.

VALUES

Respect. Integrity. Teamwork. Accountability. Perseverance.

NCHA is a statewide healthcare trade association representing more than 130 hospitals providing acute care, ambulatory care, sub-acute care, rehabilitative, home health and hospice services, behavioral health services, state psychiatric inpatient services, DoD Healthcare, and veterans' services. The association promotes and supports our members and associated partners by advocating for sound public policy, advancing collaborative partnerships, and accelerating innovation to improve the health of the communities where we live and work. NCHA achieves this work by leverage the scope and scale associated with a \$20+ million-dollar organization, which is funded by members' dues, grants, and shared services revenue. The Association has a staff of 57 employees.

Reporting to the NCHA Board of Trustees, the President & CEO serves as the chief executive officer of the association, responsible for the effective conduct of its affairs, as well as those of its related organizations (North Carolina Healthcare Enterprises, North Carolina Healthcare Foundation, and Political Action Committee). The President & CEO recommends and leads the organization's formulation of the mission, goals, objectives, and related policies of the association and its related organizations, and will plan, organize, coordinate, direct, and evaluate their activities, programs, services, and team members. This leader works with the board to ensure plans, goals, and resources align to further the aspirations of the field and meet the needs organization's membership.

The President & CEO supports and works closely with executives and team members in accomplishing the objectives of the association and related organizations. He/She has regular contact with the board of trustees and other membership groups, as well as with representatives of governmental bodies, affiliated organizations, public interests, and other state, regional, and national organizations. As an example, NCHA played a critical role in the recent [Medicaid Expansion in North Carolina](#). Some additional NCHA links to explore include:

[NCHA Membership List](#)
[NCHA State Legislative Priorities](#)
[NCHA Federal Legislative Priorities](#)
[NC Healthcare Foundation Programs](#)
[NCHA Strategic Partners](#)
[HOSPAC - Political Action Committee](#)

POSITION: President & Chief Executive Officer

REPORTS TO: Board of Trustees

Reporting to the Board of Trustees and working closely with the Executive Committee of the BOT, the President & CEO must embrace the NCHA mission, supporting its vision, and always demonstrating its core values in all relationships - ensuring that the needs/expectations of the membership and industry are met/exceeded. The successful candidate plans, orchestrates, and aligns all NCHA resources to deliver superior outcomes and services for its members and the field.

As a champion and organizational steward, the President & CEO provides senior leadership to ensure that the association and related organizations operate effectively and efficiently, according to established goals and in accordance with available resources. The next President & CEO must create and enable an appropriate organizational structure, and select, organize, supervise, coordinate, assist, and evaluate program and individual performance in relation to established objectives. They must structure and run an effective business with all that entails financially, operationally, and with respect to team leadership and membership service. The successful candidate will be responsible for establishing and administering administrative policies and procedures for the effective internal operation of the association and related organizations, while ensuring proper control and effective utilization of the physical and financial resources of the association and related organizations.

Critical to the success of the next President & CEO, he/she must represent the association and related organizations to member, public, and allied groups, providing leadership to promote the purposes of the association and its related organizations. He/She will be seen as a respected and sought after resource/liaison to other state, regional, and national health-related organizations. The successful candidate will serve as the association's representative on affiliated organization boards of trustees and similar bodies, provide staffing and executive level support to the board of trustees

of NCHA as they exercise their fiduciary responsibility and determine key strategic directions/initiatives, as well as perform other tasks and duties as may be identified by the board of trustees or the position itself.

Advocacy and positive/productive relationships with the General Assembly and state/national leaders will be fundamental to the success of this role. Therefore, the successful candidate will have frequent contact with members, elected officials, business and community leaders, professional governmental staff, and other advocacy organizations. He/She will represent the association and field on a variety of state and national boards, committees, and work groups. Insightful, articulate and cogent command of critical issues related to the field and membership interests is essential. Areas where the next President & CEO should demonstrate strength and capability include:

Strategic Direction & Execution

The President & CEO serves as the board's key strategist and strategic advisor. He/She must be skilled in the tools and methods of strategic thinking and planning, and in the effective application of those tools to the organization's key priorities and challenges.

Advocacy & Policy Development

Working with NCHA's government relations staff and with key legislators and regulators in both Raleigh and Washington, and in alignment with board direction where applicable, the President & CEO is responsible for the overall direction of policy development and advocacy for the NCHA, reflecting the consensus of its membership, creating a healthier, more vibrant North Carolina, and in a manner that is additive to the overall reputation of the Association.

Financial Management

The President & CEO is accountable for the financial performance and stability of the NCHA. This includes ensuring a sound budget based on NCHA's strategic plan, while also taking into consideration known facts and reasonable assumptions. Once the budget has been approved, the President & CEO, together with senior staff, must implement and administer it effectively.

Board Support

The President & CEO builds and maintains an effective working relationship with the NCHA's board of trustees. He/she communicates with the board, keeping it informed of the condition of the NCHA, and prepares regular reports containing the information necessary for the board to carry out its obligations. The President & CEO also provides the necessary liaison and staff support to committees of the board to enable it to carry out its duties.

Membership Support

The President & CEO improves and increases the services the NCHA provides to its members. He/she prepares and distributes, as appropriate, an annual report and any other reports that are needed.

Team Management

The President & CEO manages and supports all team members directly or via subordinate managers, communicating clear expectations and providing regular coaching for successful

performance. He/she will provide performance feedback and manage performance; recruit, hire, and train new team members; delegate and manage work assignments at the appropriate level, based on the position and individual team member's abilities; and oversee and approve scheduling and time off.

Partnerships & Collaborations

The President & CEO initiates, develops, and contributes to advancing the NCHA's alliances. He/she will build, maintain, and broaden a network of contacts among partners and potential partners in industry, associations, institutes, foundations, government agencies, etc. The President & CEO serves as the NCHA's spokesperson and is well regarded by key external audiences, contributing to a positive external reputation. He or she also directs the association's promotion, publicity, and public relations activities.

Shared Services Support

The President & CEO supports the financial growth of the NCHA by directly engaging and working with NCHA Strategic Partners to provide services and resources of value to the membership. These programs are also revenue-generating programs for NCHA.

QUALIFICATIONS

- An undergraduate degree from an accredited college or university is required, with an advanced degree (MBA, JD, MHA, etc.) strongly preferred.
- Robust experience and a track record of success in senior management role(s) in a dynamic organization with advocacy and governmental relations as a primary or core mission.
- Demonstrated success leading diverse and high-functioning executive leadership teams and organizational teams of 20 or more, as well as financial responsibility for a multi-million-dollar P&L is strongly preferred.
- Proven track record of success in facilitating progressive organizational leadership, growth, innovation and development.
- Track record of serving as a champion for DE&I within his/her organization and constituents served.
- Association experience will be beneficial but not required; Experience in the healthcare field or with healthcare issues is ideal.
- Relationship-oriented and savvy regarding the dynamics of effective influence and bridge-building.
- Strategic thinker with creativity and decisiveness to shape direction, restructure processes, and identify areas for growth and/or points for convergence.
- An excellent communicator with employees, members and constituents at all levels inside and outside the organization and communities served; Interpersonal savvy, including:
 - Verbal and written communication skills
 - Active listening skills
 - Being both respectful and respected
 - Command/Presentation ability/Executive presence
 - Professional and polished

- Demonstrates restraint
 - Persuasive and influential
 - Strategic agility in dealing with complex and dynamic situations or relationships
- Values transparency.
- Poised and a proven system-level change agent.
- Collaborative, open, approachable, personable, and cooperative – can create a positive working environment inside and outside of the association.
- Available and accessible – literally walks the halls, is engaging and active in the organization, with members, the General Assembly and broader community.
- A demonstrated drive for results and a track record of significant accomplishments.
- Managerial courage with the willingness and ability to make the tough decisions.
- Ability to deal well with ambiguity.
- Ethical, trustworthy, honest, and possessing the highest integrity.