

POSITION DESCRIPTION: MASB Executive Director (ED)

Date: August, 2016

Summary:

Reporting to the Marketing Accountability Foundation CEO, the MASB ED works with the MASB Chair, Board, Advisory Council, members and staff to accomplish MASB Project objectives that ensure the success of its standards setting Mission. The work of MASB is accomplished through its project teams.

Mission:

Establish marketing measurement and accountability standards across industry and domain for continuous improvement in financial performance and for the guidance and education of business decision makers and users of performance and financial information.

Summary of Responsibilities:

- Work with MASB members motivated to initiate a project by writing an Emerging Issue summary, gain approval of the Board, and select team leaders
- Ensure occurrence and success of monthly project team meetings
- Facilitate meetings by prepping monthly Project team decks as needed and maintain files of monthly team meeting decks and updated action steps
- Help create a team work environment which retains & motivates a diverse group of top quality individuals
- Work with project team co-leads to overcome obstacles, address team membership needs and focus on approved objectives
- Help seek MAF funding as needed to achieve project team objectives
- Keep team focused toward timely accomplishment of team objectives approved by MASB Board
- Ensure accurate reporting of team milestones and progress at semi-annual Board Meeting and Summit gatherings
- Participate in Summit planning process with CEO and Membership Director

Qualifications

- 10+ years' experience in administration and management in a team environment
- Demonstrated passion for making a significant contribution to the marketing and business communities
- Proven track record as an executive who has applied marketing measurement to the art of marketing for improved financial performance