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| Job Title: | CEO  (Chief Executive Officer) | Status: | Exempt |
| Department/Group: | Executive Management | Travel Required: | Yes |
| Position Reports to: | Board of Advisors | Position Type: | Full-Time |
| Salaried / Hourly: | Salaried |  |  |
| Reporting Positions: | President, General Manager, CFO / Controller, VP - Sales & Marketing | | |
|  |  |  |  |
| **Approved By:** |  | **Date:** |  |
| **Updated By:** |  | **Date:** |  |

**Position Summary / Purpose**

Establish the Vision, Mission and long and short-term strategic direction through the development of the company’s strategic plan. Establish, nurture and maintain the organization’s culture by modeling the leadership, behavioral and performance standards to which the organization holds itself.

Maintain market leadership through hiring and continuous development of the senior management team.

Ensure continued growth, profitability and liquidity of the company as well as effective and responsible allocation of company capital. Provide vision and leadership in long range fiscal planning.

**Principle Duties and Responsibilities**

* Assist the senior management team in developing both long-range strategic plans and annual business plans. Evaluate progress in executing these plans
* Ensure accomplishment of the objectives as stated in the strategic plan through regular reporting and performance tracking and ongoing refinement of the plan as needed.
* Serve as the model by which the company will be viewed in the market and the community, as well as the standard to which the company will hold itself
* Maintain open lines of communication among the CEO, senior managers and the entire organization
* Oversee preparation of the annual budget and regularly evaluate variance statements
* Track and ensure that all sales growth, profitability and liquidity targets are consistently met
* Recruit, hire and develop the senior management team members
* Foster a team oriented atmosphere consistent with the Vision, Mission and Core Values of the company
* Assure continuity of management by driving succession planning throughout the organization, developing existing managers and assisting in recruiting and selecting new managers for positions of leadership within the company
* Develop and maintain relationships with key contacts within strategic customer and partner organizations
* Monitor and anticipate industry trends, customer needs and competitor activity
* Monitor government regulations and legislation relevant to the company’s products, services and customers

**Additional Duties and Responsibilities**

* Oversee preparation of the Annual Report summarizing progress on short and long-range plans
* Ensure that all Federal, State and Local taxes are filed on a timely basis and according to mandated guidelines

**Decision Rights and Authority**

* Establishing the long term and short term direction for the company
* Development of the Strategic Plan
* Hiring, selection and firing of senior management team members
* Negotiating and establishing contracts beneficial to the overall success of the company
* Make decisions regarding cash strategies, investment of company assets and long and short term debt, including refinancing and purchasing

**Working Relationships and Scope**

* Regular communication with owner(s), Advisory Board and President or General Manager regarding company performance and strategic issues
* Along with the General Manager / Operations Manager, ensure the highest degree of consistency in the execution of the company operating systems
* Work with the VP / Manager – Sales & Marketing to exceed sales objectives for the company as stated in the Strategic Plan
* Develop and maintain strong working relationships with external banking, legal, insurance and accounting professionals who supply services to the company
* Maintain strong relationships with appropriate industry, trade association, customer, supplier and community contacts and participate actively on community organization and industry association boards

**Performance Competencies**

* Integrity – Iron clad. Does not cut corners. Puts the interests of the business above self. Earns trust of co-workers. Intellectually honest, doesn’t play games.
* Oral Communication – the individual speaks clearly and persuasively in positive or negative situations. Effective in one-on-one, small groups and in public speaking contexts. Adaptable and able to think on his/her feet. Demonstrates a command of the language. Easily articulates ideas and standards.
* Written Communication – Writes clear, precise, well organized letters, proposals and emails. Uses proper grammar and punctuation. Demonstrates appropriate vocabulary and correct word usage.
* Sound Judgment and Decision Making – Demonstrates consistent logic, rationality and objectivity in decision making. Achieves balance between indecision and uninformed hip shooting.
* Team Building – Achieves cohesion and effective team spirit with subordinates. Sustains a climate characterized by open, honest relationships where differences are constructively addressed rather than ignored, suppressed or denied. Shares credit.
* Strategic Planning – Has the vision to look well into the future, consider options and potential consequences. Considers options outside the existing limits of the company. Effectively leads the long range planning activities. Focuses on key priorities in the shorter term.
* Money Management – Demonstrates sound fiscal habits. Employs a disciplined approach to spending.
* Negotiation – Achieves favorable outcomes in win-win negotiations. Demonstrates effectiveness in salvaging tense situations.
* Excellence – Sets high, ‘stretch’, standards of performance for him/her self and the organization. Demonstrates low tolerance for mediocrity. Encourages individual initiative. Maintains a level of intensity sufficient to achieve long-range goals.
* Coaching – Actively and successfully trains people for their current assignments. Coaches and develops managers for promotion into positions in which they succeed. A people builder.
* Technology – the individual uses typical communication devices to effectively speed communication and appropriately utilizes company-approved estimating, customer contact management and standard word processing and spreadsheet software tools to enhance efficiency and accuracy of work performed.

**Qualifications - Knowledge, Skills and Abilities**

* Education and Experience

MBA or Bachelors degree in Business, Accounting or related field plus ten (10) to fifteen (15) years of related experience and training. (MBA is preferred but not required). Minimum of seven (7) years experience in General Manager or position of overall responsibility for a business or major division. Broad business experience across multiple functions: Sales, Operations, Admin, Accounting, HR.

* Financial Reports and Documents

Proficient in reading and interpreting financial reports: Profit & Loss, Balance Sheet and Cash Flow. Understands the relationship between the information on the reports and the business activities that generate them. Able to interpret results and translate into focused actions.   
Insists on performance tracking through Key Performance Indicators (KPIs) in appropriate areas.

* Strategic Skills

Identifies clear opportunities and threats. Accurately assesses the company’s strengths and vulnerabilities. Comprehends the big picture.

* Constructive Confrontation

Has the ability to solicit, process and integrate inputs and ideas from subordinates, peers and executives. Recognizes areas of conflict or disagreement and deals with them through open and honest dialogue. Effectively provides feedback.

* Conflict Management

Exhibits understanding of the natural sources of conflict and acts to prevent or soften them. When conflicts emerge, effectively works them through to optimum outcome. Does not suppress, ignore or deny conflict.

* Mathematical Skills

Able to compute rate, ratio and percentages and to interpret financial reports and analyze performance against business plans and industry benchmarks.

* Listening

Empathetic. Accurately tunes in to the opinions, feelings and needs of others. Lets people speak. Listens actively, playing back a person’s point of view.

* Computers and Electronic Technology

Demonstrates intermediate to advanced skill in the use of computers, the internet, PDAs and other digital technology specific to the job as well as MS Word, Excel and other industry-specific software.

**Physical Demands**

*The physical demands described below are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle or feel, reach with hands and arms, and talk or hear. The employee is frequently to stand and walk. The employee must regularly lift and/or move up to 10 pounds and frequently lift and/or move up to 25 pounds.

**Working Conditions**

* CEO’s work is typically performed in an office environment and occasionally includes traveling to and meeting with customers, clients and business owners and vendors at their facilities. Occasional exposure to the shop where vehicles and equipment are housed and maintained is expected.
* Noise level in the work environment is usually quiet

**EMPLOYEE POSITION ACKNOWLEDGMENT**

I have read and understand the duties and responsibilities of my position as Chief Executive Officer (CEO). I have been provided with a copy of the company’s Position Description for this job.

I understand that I am responsible for carrying out the responsibilities defined in the attached Position Description and am expected to follow any additional job-related instructions, and to perform additional job-related duties as requested by my supervisor.

**SIGNATURES OF ACCEPTANCE**

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| --- | --- | --- | --- |
| Signing on behalf of this position and agreeing to accept all its accountabilities is: | | | |
|  | Date |  |
| Signing on behalf of the Manager’s position and agreeing to accept all its accountabilities is: | | | |
|  | Date |  |