



Broadband Association of Arkansas Executive Director - Job Description

The Broadband Association of Arkansas, formerly the Arkansas Cable Telecommunications Association, is seeking the services of an individual or firm to lead its organization in its oversight and public policy efforts. The successful candidate or firm will have the skill set necessary to manage and direct all operations and affairs of the Association, and to work collaboratively under the direction of the Association's Board of Directors and membership to develop and implement the Association's short and long-term strategic policy and operational goals.

- General Responsibilities:
 - Reports to the Executive Committee, which is made up of the officers of the Board, and is guided by the Association's bylaws, plans, objectives and directives of the Board of Directors.
 - Directs daily operations of the Association's office, recommends and participates in the formation of new policies and makes decisions within the scope of existing policies.
 - Represents BAA with all state policymakers, including but not limited to, the legislature, executive branch and the state broadband office.
 - Responsible for the attainment of legislative, regulatory and public affairs, membership service, growth and participation goals of the Association.
 - Assists NCTA, NCTC, ACA and SCTE personnel in federal affairs activities as appropriate.
 - Coordinates and plans all board meetings, retreats and drafts subsequent meeting materials to facilitate board functions.
 - Other duties as assigned.

- Duties:
 - Association Administration
 - Operations
 - Prepare a timely, balanced annual Association budget for consideration by the Board of Directors.
 - Prepare monthly financial statements and assure that all Association finances are managed prudently, in accordance with bylaws and Association policy.
 - Work with accounting firm to initiate annual audit or financial review.
 - Plan and coordinate the Association's board meetings and annual meeting, per Board approval.
 - Participate in all standing and ad hoc Association committees and provide necessary guidance to ensure that the activities further the goals of BAA.
 - Execute such contracts and commitments on behalf of BAA as may be authorized by established policies or by the Board of Directors.

- Collect dues and manage delinquent membership account activities as directed by the Board.
 - PAC
 - Create and recommend a PAC fundraising and giving strategy for election-cycle PAC budget with annual benchmarks for Board's approval.
 - Upon approval, manage and implement strategy to achieve goals.
 - Create and implement annual fundraisers for the Association's PAC to ensure campaign contributions are made at an adequate level during the election cycle.
- Public and Community Relations
 - Serve as primary spokesperson for media inquiries. Assist members in the development of appropriate responses and recommend actions for members in their contacts with the media.
 - Design and recommend overall public affairs/public relations strategy for the positive branding of the Association and the state's cable industry for policymakers and general public.
 - Conditioned upon Board approval/guidance, manage and implement public affairs/public relations projects and programs to achieve image sought.
 - Develop and implement the Association's plan for internal communications.
 - Help develop methods of informing members and the general public about industry issues or messages through news articles, public appearances, on-system messages, advertising and any other means applicable.
 - Maintain the Association's public facing assets, i.e., websites, newsletters, social media, etc.
- Advocacy
 - Develop, implement and coordinate all state government programs and practices, including monitoring legislation and developing and implementing legislative strategies to pass or defeat legislation.
 - Work directly with any and all association lobbyist(s), PR consultants, legal counsel and the Association to craft lobbying plans, media plans, language and amendments, provide research, and create handouts/talking points on legislation or items prior to and throughout session.
 - Lead the strategy for the attainment of legislative and regulatory goals by working with the Board of Directors and Association Members.
 - Effectively advocate BAA public policy positions before the state legislature, executive branch, attorney general, state broadband office and other state agencies.
 - Provide expert testimony and coordinate member and industry specialists to testify on specific legislation or ideas in committee as needed prior to or during session.
 - Manage, direct and support any and all association lobbyist(s) as they conduct activities in the state legislature, executive branch, and with

interactions with other policymakers through the development and maintenance of relationships with legislators and key personnel.

- Facilitate monthly lobbyist meetings/weekly legislative updates to the board during session.
 - Monitor all legislation and rulemaking procedures introduced in the state legislature and/or filed at the PSC or other state agency (i.e., ARConnect, SOS, DOR, DOT, etc.) and communicate necessary information concerning issues relating to the cable communications industry to the Association's Members.
 - Report on general and cable-specific government affairs activities weekly during legislative session and monthly out of session to the Board of Directors.
 - Prepare memoranda on legislative, regulatory and legal issues of concern to the industry.
 - Maintain effective relationships with other state and third-party organizations – public, private and inter-governmental, and work to enhance the position of the Association and its members in accordance with the policies and objectives of the Association.
 - Assist Association Members in activating grassroots contacts with key local legislators. Prepare and present programs for Association Members in their grassroots community affairs activities when appropriate.
 - Schedule dinners, luncheons, etc., for BAA members to interface with statewide elected officials and legislators.
- Qualifications:
 - Bachelor's degree or equivalent is required; law-degree or Masters of Public Administration preferred for individual candidates or,
 - 5–7 years of senior management experience and understanding of organizational management, general business management, state legislatures, public utility commissions and local government regulation for associations.
 - Strong strategic thinking and leadership skills.
 - Ability to work collaboratively with members and Board of Directors.
 - Previous advocacy experience before regulatory and/or legislative bodies.
 - Experience in the cable/telecommunications sector, preferred.
 - Proficiency with Microsoft Office package required.
 - Experience working with the Arkansas General Assembly or state government a plus.

Please indicate interest by submitting cover letter, resume, compensation expectations, or proposal - along with three professional references to **Broadband Association of Arkansas, Search Committee** at; execsearch@broadbandaa.org