



Canadian Business Aviation Association

Job Description – President & CEO

Job Title: President & Chief Executive Officer
Reports To: Board of Directors
Prepared Date: June 2017
Location: Ottawa, Ontario

SUMMARY

The Canadian Business Aviation Association (CBAACAA) is a non-profit association formed in 1961 as Canada's voice for business aviation. With a membership of approximately 400 companies and organizations, including operators, management companies and suppliers, CBAACAA represents the entire business aviation community with a unified and collective voice.

The President and CEO provides overall leadership and direction toward achieving the vision, mission, goals, and policy objectives of the CBAACAA. The President and CEO is further responsible for the strategic outcomes and operating performance, and financial sustainability of the association.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, the individual must be able to perform each essential duty with a high degree of competency and results.

Specific duties and responsibilities include but are not limited to:

- Develop and recommend to the Board a clear vision, direction and strategy for the CBAACAA that results in maximum return for members, and long term sustainability.
- Provide overall leadership and management of the CBAACAA team.
- Develops and recommends the annual operation budget and strategic/business plans for Board approval.
- Allocate human and capital resources to achieve the association's objectives.
- Maximize membership retention and growth, with Canada-wide representation.
- Build and maintain strong relationships with elected and appointed government officials.
- Increase public and government awareness of the importance of business aviation.
- Maximize annual convention revenue and impact.
- Ensure stable and strong financial performance to ensure long term sustainability.
- Ensure operational management is built on sound financial management of a budget that includes reporting, analytics, budgeting, forecasting, audit support, and tax compliance.
- Manage relationships with partners and stakeholders.
- Assess risks and develop appropriate risk management plans (i.e. self-insurance, technology, etc.) while ensuring compliance/control needs are met in a manner consistent with good business practices including managing CBAACAA's assets, financial resources, brand, and reputation.
- Initiate and lead fundraising and membership growth opportunities in collaboration with CBAACAA's Vice President Membership Relations and Development.
- Expand the value of the CBAACAA brand for the Association, members, exhibitors, partners and employees.
- Serves as the Company's chief spokesperson communicating effectively with members, exhibitors, partners and employees.
- Maximize potential of regional chapters, and maintain regular communication with applicable international agencies and government authorities.
- Represent the Association at the annual convention, chapters and industry events.
- Follows all company policies and acts as a role model in the adherence to policies.
- Other duties as required.

REQUIRED QUALIFICATIONS

Specific requirements include but are not limited to:

SKILLS, KNOWLEDGE, ABILITIES, & EXPERIENCE

- A deep understanding of the business operational side of aviation.
- Knowledge of government affairs, and experience influencing government policy.
- Experience with non-profit membership based associations.
- Executive team and Board experience.
- Knowledge of aviation regulatory environment.
- Understand legal concepts and contract management
- Experience in the development of budgets and management of financial performance.
- Ability to assess risks and solve problems with tact and good judgment.
- Strong, proven leadership skills amongst staff and management; ability to engage effectively with senior professionals.
- Excellent communication skills including public speaking, writing, active listening, and synthesizing information from diverse sources when working with colleagues, members, volunteers, and the media.
- Well versed in the use of technology.
- Ability to maximize the effectiveness of a small team.
- Ability to efficiently manage time, meet schedules/deadlines and handle multiple assignments simultaneously.
- Ability to travel as required both domestically and internationally.
- Skilled in strategic planning and business and market development.
- Experience managing a brand – including: brand audits, brand development, implementation, analysis.
- Proficient in Microsoft Office Suite, Word, Excel, PowerPoint, Outlook.
- Excellent interpersonal skills and demonstrated ability to work in a team as well as independently.
- English is required, fluency in French is an asset.

EDUCATION

- A University degree, in Business Administration, Government, Aviation or related field preferred.