



CALIFORNIA MASSAGE THERAPY COUNCIL Interim CEO Job Description

POSITION: Chief Executive Officer

OVERVIEW

The California Massage Therapy Council (CAMTC) is a California nonprofit organization facing significant challenges that require the retention of a seasoned CEO. The successful candidate will be employed by CAMTC. The individual selected will possess a non-traditional combination of skill sets and extensive experience in multiple areas of business and organizational success. Due to the unique nature of the industry, the CEO will need to be or become a person knowledgeable about the massage industry in California.

CAMTC is just completing its first year of operations. Perhaps necessarily for an entrepreneurial organization having to forge a new enterprise with only a limited road map, Board of Directors' members have had to become hands-on involved in myriad operational issues, even while developing numerous policies. It is now time for a significant shift. The Board of Directors aims to concentrate in 2010 and beyond on:

- providing strategic direction;
- establishing policies;
- approving contracts with third party resource organizations;
- adopting budgets; and
- evaluating CEO and outside service provider performance.

To make such a revised model work effectively, CAMTC requires a talented CEO. With such an individual in place and up-to-speed, the Board should be able to meet less frequently and to narrow the number of issues requiring its direct involvement.

POSITION SUMMARY

CAMTC's CEO will be committed full time to the interests of CAMTC. The CEO will assist the Board of Directors in achieving the organization's goals and objectives. The CEO will provide forward-thinking, unifying leadership to build and sustain the real and perceived value of massage professionals, as well as guidance and counsel to the Board on all policy matters. The CEO is responsible for proper fiscal management of CAMTC and the daily administration of all areas of administration, including but not limited to certification, legislation/government relations, industry regulations, and California's highly diverse massage industry. The successful candidate will be subject to a complete criminal background check comparable to the background check required of CAMTC certification applicants. The CEO reports to and is directly responsible to the Board of Directors.

SPECIFIC DUTIES AND RESPONSIBILITIES

1. Board Administration and Support – Supports operations and administration of Board by advising and informing Board members, interfacing between Board and staff, and executing the Board's recommendations to CEO.
2. Service Delivery – Oversees design and efficient implementation of all operational aspects of CAMTC's certification process. Works to eliminate bureaucratic hurdles that may impede qualified candidates from receiving their certification easily and expeditiously. Makes it possible for both consumers and local government officials to easily identify credible massage professionals. Facilitates a standard of transparency within CAMTC.
3. Legal – Oversee and manage CAMTC's legal team to implement Board policies and achieve other objectives established by the Board.
4. Professional and vendor relationships – Assist the Board in selecting, retaining, and negotiating various contracts with outside vendors and professional firms.
5. Marketing and Public Relations – Develop and implement a strategic marketing plan that consistently presents a strong, positive image to relevant stakeholders, while also ensuring that all major stakeholders have strong input to strategic and program planning.
6. Governmental and Organizational Relations – Interface with governmental agencies and other organizations to further CAMTC's objectives.
7. Financial – Help develop and recommend the annual budget for Board approval and prudently manage the organization's resources within those budget guidelines according to current laws and regulations.
8. Human Resource Management – Effectively manage the human resources of the organization according to established personnel policies and procedures that fully conform to current laws and regulations. Ensure that organizations and individuals with whom CAMTC contracts for services deliver those services in a quality, timely manner.
9. Organizational Sustainability – Ensure the ongoing engagement of resources, including strategic, programmatic, personnel, financial and information technology -- sufficient to achieve CAMTC purposes and objectives.
10. Representation - Act as a central CAMTC ambassador and spokesperson; coordinate utilization of Board officers and Directors as appropriate in these activities.

IDEAL EXPERIENCE/PERSONAL AND LEADERSHIP QUALITIES

1. Bachelor's degree required.
2. Familiar with current business technology.
3. Significant experience holding various organizational leadership positions, demonstrating good business judgment and utmost integrity.
4. Experience as a CEO of a new, entrepreneurial venture in which he or she has developed organizational systems and a culture that transcended his or her tenure and ensured continuous endurance of the organization.
5. A demonstrated ability to function effectively in a quickly changing, unstructured and sometimes ambiguous environment, adapting and implementing new ideas, strategies and procedures as needed to ensure the continued growth of the organization.
6. Able to establish and maintain relationships with law enforcement to ensure a collaborative working relationship with CAMTC.
7. Experience working directly with city attorneys and city councils on local massage regulations.
8. Professional experience interfacing with various state and municipal governmental agencies.

9. Experience dealing with media, including interviews by newspapers, magazines, and radio and television networks, preferably regarding the massage industry.
10. Familiarity with California politics and legislative/regulatory process.
11. Demonstrated effectiveness as both a team member and team leader. Has a proven track record in building consensus, collaboration and coalitions.
12. Ability to leverage relationships with the leadership of prominent massage and spa organizations, resorts and spas, massage schools and other massage employers to mobilize the massage and spa industry in California.
13. Is driven and passionate about the future and role of the massage industry in California.
14. Is available to travel extensively throughout California and other states when necessary, and be able to keep up with executive obligations while on the road.
15. Positive attitude and genuine enthusiasm; fosters commitment, high morale and hard work through leadership by example.
16. Has extensive professional experience in the massage field in California.

This position may require moving to a different city within CA. The Board envisions the need for a CEO with the above experience and skill set for 12 – 18 months only.
Salary commensurate with experience and skill set.

Please submit cover letter and resume no later than February 17, 2010 to:

camtc-ceo@amgroup.us

See www.camtc.org for more information on the certification program.

No phone calls, please!