American Society of Media Photographers (ASMP)
Executive Director, ASMP
Job Description

**ASMP Mission:** Founded in 1944, ASMP is a 501(c)(6) trade association that serves independent commercial photographers and visual creators working for publication in all forms of media. With thousands of members spread throughout 38 chapters across the United States, ASMP fulfills its mission by providing legal and business advice and a range of educational materials and programs designed to enable members to succeed as creatives and small business owners. The organization also carries out extensive state and federal lobbying activity to enact laws that support the profession as a whole.

**Role Summary:** This organization seeks an Executive Director who brings a problem-solving skill set to a complex industry in the midst of constant change. The ED will manage and lead ASMP in fulfilling the goals and mission of the organization. The purpose of the position is to work in conjunction with a Board of Directors who are industry volunteers drawn from within the membership to grow the organization and its revenue by finding and securing new membership, while increasing engagement on all levels. The ED will oversee and execute the strategic planning developed by the Board in areas such as educational and networking events for membership, general management of the organization, and oversight of marketing, member communications, finances, and IT efforts.

**Specific Primary Responsibilities:**

1. Manage the operation of ASMP on a day-to-day basis.
2. Assure that the organization has the ability to implement a future-focused strategy which achieves ASMP’s mission, making consistent and timely progress.
3. Provide leadership in developing program, organizational, and financial plans, working with the Board of Directors and staff, and carrying out plans and policies authorized by the Board.
4. Promote active and broad participation by volunteers in all areas of the organization’s work.
5. Maintain official records and documents, and ensure compliance with federal, state and local regulations.
6. Maintain a working knowledge of significant developments and trends in the field, utilizing information gleaned from the Board and membership.
**Marketing and Communications Responsibilities:**

1. Implement policies and develop staff responsibilities that will publicize the activities of the organization, its programs, and goals.
2. Establish strong working relationships and cooperative arrangements with community groups, organizations, and other trade associations.
3. Represent the point of view of the organization, informed by the board, to agencies, organizations, and the general public.
4. Oversee any staff in support of marketing efforts (particularly social media) in coordination with ASMP Board/member volunteers.
5. Work with the board and develop industry relationships to enable a working knowledge of industry trends.

**Staff and Management Responsibilities:**

1. Be responsible for the recruitment, employment, and release of all personnel, both paid staff and volunteers.
2. Ensure that job descriptions are developed, that regular performance evaluations are held, and that sound human resource practices are in place.
3. See that an effective management team, with appropriate provision for succession, is in place.
4. Assist Board/member volunteers who comprise the program staff in relating their specialized work to the total program of the organization.
5. Maintain a climate which attracts, keeps, and motivates a diverse staff of top quality people.

**Budget and Finance Responsibilities:**

1. Be responsible for developing and maintaining sound financial practices.
2. Work with the staff, Finance Committee, and the Board in preparing an annual budget; see that the organization operates within budget guidelines.
3. Ensure that adequate funds are available to permit the organization to carry out its work.
4. Jointly, with the Board chair, vice chair, secretary and treasurer, conduct official correspondence of the organization, and jointly, with designated officers, execute legal documents.
5. Oversee activities designed to recruit donors and sponsors to make contributions to support ASMP while diversifying the revenue streams necessary to maintain viability.