



The Solid Waste Association of North America

Executive Director/Chief Executive Officer

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Solutions
A PASSION FOR PURPOSE

Position Overview

This is an exciting opportunity for an innovative, experienced executive to grow an association and to further position it in the solid waste and resource management profession. Working from an updated strategic plan, the Executive Director/Chief Executive Officer (ED/CEO) will partner with the Board of Directors, legal counsel, and staff to achieve greater impact through legislative and regulatory advances, technical and leadership conferences, technical divisions, chapter connections and professional development programs. The Solid Waste Association of North America (SWANA) of Silver Spring, MD seeks an inspirational leader to represent the Association in the solid waste sector, advise the Board of Directors on leading practices in governance as well as to support and empower the staff to achieve success on behalf of the Association.

Key Responsibilities

Strategy Development and Execution

Provide forward-thinking leadership in the development and execution of organizational strategy.

- In conjunction with the Board of Directors, articulate and lead a clear vision for SWANA and provide recommendations for implementation of the strategic plan. SWANA's four strategic pillars are:
 - **Get Off the Top 10 List of Most Dangerous Jobs**
SWANA will achieve this pillar by developing resources to support employer safety programs. It will collaborate with government agencies and partners to develop and support industry-appropriate standards and policies that lead to safer work environments.
 - **Become Climate Champions**
SWANA will achieve this pillar by emphasizing resource management in SWANA's structure and Communications. It will reframe and prioritize resource management in North American infrastructure to support plans and initiatives for climate mitigation and it will create an Organics Management Emphasis.
 - **Reframe Industry As Employer of Choice**
SWANA will achieve this pillar by engaging Young Professionals and next-generation employees. It will improve conditions for everyone in the industry through leadership in Diversity, Equity, and Inclusion.
 - **Continue to Strengthen SWANA's Infrastructure and Financial Viability**
SWANA will achieve this pillar by strengthening working relationships and communications among SWANA HQ, Board of Directors, Advisory Board and SWANA's sub-units (e.g. chapters and technical divisions). It will grow and retain membership and it will determine what "hybrid" will mean to SWANA events, meetings, and services.
- Develop and implement operational/business plans aligned with the strategic plan.
- Identify new opportunities and/or challenges and recommend action to the Board of Directors to position the organization to grow sustainably and thrive.
- Secure grants as well as sponsorships for projects, programs and activities that are consistent with SWANA's objectives, including seeking agreements with and funding from federal, state/provincial and local governments, for-profit and not-for-profit organizations, and private foundations.
- Create and maintain collegial relations and encourage cooperative endeavors with other organizations, both public and private, in accordance with SWANA policies and objectives.

- Initiate and manage contracts, commitments and other written engagements authorized by SWANA policy or by the Board of Directors.
- Engage students and emerging leaders by supporting Young Professional initiatives, tracking retention, and inspiring the next generation.
- Serve as a SWANA spokesperson and solicit subject matter experts to represent SWANA on various issues.

Governance

Engage and work in collaboration with the Board of Directors on matters of governance, mission, vision and strategy. Serve as a non-voting, ex-officio member of the Board of Directors.

- Support the Board of Directors, Advisory Board, committees, technical divisions, private sector directors and other volunteers.
- Work with the President to develop Board meeting content and agendas, leadership orientation and governance activities.
- Actively assist the Board of Directors in identifying key emerging issues and implementing future direction as established by the Board.
- Provide expertise and guidance in the governance of nonprofit organizations.
- Maintain awareness of governance, legal and financial reporting requirements for 501(c)3 organizations and provide guidance to the Board.
- Provide monthly communications to the Board of Directors keeping them informed of key activities as well as on the condition and operations of SWANA.

Staff and Association Management

Direct the operational activities of the Association, ensuring that the organization is capably staffed and effectively organized to meet or exceed established goals.

- Ensure the organization's fiscal health, integrity, and compliance with applicable laws.
- Develop, implement, and effectively manage the Association's annual budget and operating plan.
- Lead and continue to develop the organization's staff team; inspire and empower staff in their roles. Cultivate cross-division collaboration and foster a culture of integrity, teamwork, transparency and results, and embody the principles of Diversity, Equity and Inclusion (DEI) to ensure staff are engaged and functioning at an efficient, effective and progressive level.
- Maintain an understanding of legal issues in the management of nonprofit organizations and ensure legal compliance and appropriate risk management.
- Consistent with the Board approved budget for smaller contracts or upon approval by SWANA's legal counsel for larger ones, execute contracts, agreements and commitments for and on behalf of SWANA.
- Maximize operational efficiencies, with a focus on meeting deadlines and exceeding expectations through accountability with respect to all programmatic activities of SWANA.

Membership

- Interact with the membership to understand their needs, maximize engagement, and enhance member satisfaction.
- Encourage membership growth, retention and engagement by strengthening SWANA's relevance for current and potential members, improving communication, building

enthusiasm and supporting and enhancing Young Professional initiatives.

- Listen to and act on questions and concerns of the chapters.
- Develop membership engagement strategies that incorporate the values of Diversity, Equity and Inclusion.
- Create a culture that promotes and supports membership involvement, through volunteering for committee lead roles and other opportunities.
- Partner with chapter and regional group leadership to ensure effective strategic alignment.
- Ensure a healthy alignment between chapters, technical divisions, and other committees.

Public Awareness

Promote higher visibility of the Association with the waste management community, government officials, related industries, thought leaders and other stakeholder organizations.

- Enhance the perception of the industry and build SWANA's public image by supporting solid waste management and waste as a resource best practices, including the innovative technologies, circularity endeavors, and climate resiliency work its members are focusing on.
- Advance SWANA's initiatives to be a valued key participant in the legislative and regulatory arena.
- Work with staff to monitor legislative and regulatory affairs; initiate actions and involvement with federal agencies, the U.S. Congress and the Parliament of Canada, and state and provincial governments and inform members as to implications of and recommended responses to government affairs activities.
- Cultivate and maintain positive relationships with key officials in industry, at regulatory agencies, with the media and other relevant stakeholders that lead to the creation of new alliances, partnerships, and collaborations.
- Continue to enhance SWANA as a prominent and trustworthy source of information and assistance on waste disposal and diversion, resource management, education, safety, and other industry topics. Promote and report on SWANA programs, activities, strengths and competencies via electronic and print communication, including, but not limited to, the SWANA website, social media, trade publications, and national and international news and information outlets.
- Coordinate internal and external marketing and communications programs promoting the organization's programs and services to potential and current members.

Qualifications and Experience

SWANA is looking for a visionary and transformational leader with:

- A minimum of 10 years of senior-level executive management experience in a professional association and/or within the solid waste and resource management industry
- Experience with a highly visible non-profit organization.
- A champion of Diversity, Equity, Inclusion.
- Knowledge of finance, budgeting, marketing, and not-for-profit governance.
- Leadership and management experience in a hybrid work environment.
- Experience in developing the strategy that drives an organization's membership

recruitment, retention and engagement, including focusing on ensuring that the next generation sees value in an organization.

- Entrepreneurial mindset and experience in creating a more significant impact with available resources.
- Proven experience in strategic planning, setting annual goals, execution, and accountability for results.
- A Certified Association Executive (CAE) designation and/or knowledge of and connections within the solid waste industry are desirable.

Behavioral and Interpersonal Skills

SWANA is looking for an executive director/chief executive officer that:

- Can facilitate team building with the ability to lead the transformation of strategic direction into business operations, professional accountability, and results for the organization.
- Has the ability to effectively address problems and challenges, bring creativity and new solutions for continuous improvement committed to recruiting, engaging, working with, and retaining a diverse membership and staff that includes experience engaging young professionals.
- Exhibits strong communication skills including but not limited to verbal, written, public speaking, and listening with the ability to communicate complex concepts and issues.
- Enjoys outreach and networking skills, including the ability to persuade, build excitement, and clearly articulate the value and strength of the organization to its various stakeholders.
- Possesses a collaborative leadership style that includes working with members and volunteers.
- Demonstrates the ability to strategically assess critical information and proactively translate strategy into action.
- Asserts strong emotional intelligence and a staff management style that coaches, develops, leverages, and values a team.

Measures of Success

The specifics regarding measures of success, including metrics, will ultimately be agreed upon by the Executive Director/Chief Executive Officer and the SWANA Board of Directors. At a minimum, the Board of Directors expects that the Executive Director/Chief Executive Office achieve the following at the end of the first year of employment:

- Foster a smooth transition of leadership, with the Executive Director/Chief Executive Officer establishing relationships with the SWANA Board of Directors, members, and staff and providing regular and effective communication.
- Review the Strategic Plan with the Board of Directors and provide metrics to gauge success and challenges.
- Develop an organizational culture that is welcoming to all, member centric and where transparent communication is valued.
- Staff are engaged and functioning at an even more efficient, effective and progressive level through positive growth in the employee survey data.

The Organization

The Solid Waste Association of North America (SWANA) is an organization of more than 10,000 public and private sector professionals committed to advancing from solid waste management to resource management through their shared emphasis on education, advocacy and research. For more than 60 years, SWANA has been the leading association in the solid waste management field. SWANA serves industry professionals through technical conferences, professional development, certifications, publications and a large offering of technical training courses. SWANA has a staff of approximately 20 and an operating budget of 6 million.

SWANA is now the largest member-based solid waste association in the world, with 47 Chapters in the United States, Canada, the Caribbean, and Pacific Basin. SWANA is the United States National Member of the International Solid Waste Association (ISWA) and participates and supports ISWA events and programs.

SWANA's prominent and internationally acclaimed technical and leadership conferences and training programs cover all aspects of integrated solid waste management, and the Association is a major policy and technical representative of solid waste management practitioners, executives, companies, and government organizations.

Digital Presence

Web <https://swana.org/>

Facebook <https://www.facebook.com/SolidWasteAssociationOfNorthAmerica/>

Twitter <https://twitter.com/swana>

LinkedIn <https://www.linkedin.com/company/swana/>

YouTube https://www.youtube.com/channel/UCV9SayYDBovqqyg_TTCJRvw

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Vetted Solutions is a Washington, D.C. based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on CEO and senior staff positions.

For confidential consideration, please email your resume and cover letter to: SWANAEDSearch@vettedolutions.com or call +1 202 544 4749.

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