

MIDWEST BOOKSELLERS ASSOCIATION
[formerly Upper Midwest Booksellers Association]
EXECUTIVE DIRECTOR
Job Description
July 2010

Status of Position

The MBA Executive Director (ED) is a full-time+ paid employee of the Midwest Booksellers Association (MBA) and is hired by and reports to the MBA Board of Directors. MBA is a 501(c)(6) non-profit trade association with a wholly owned for-profit subsidiary, Upper Midwest Book Marketing, Inc.

General Responsibilities

The responsibilities of the Executive Director include administration of the association, daily management of association operations and supervision of staff, vendors, and contractors. The ED is tasked with planning and implementing the association's marketing programs and annual Trade Show and member meetings, as well as carrying out the decisions, initiatives, and projects of the Board of Directors, under the its direction.

The Executive Director will make all arrangements for Board of Directors meetings and phone conferences.

The Executive Director has supervisory and review responsibility for the Assistant Director.

Administrative Responsibilities:

The Executive Director will maintain the annual calendar of events, projects, and deadlines for the association while handling daily correspondence, mail, e-mail and telephone communication. In addition, the ED will develop association membership and serve membership needs.

The Executive Director plans, supervises and executes all MBA programs and services such as the MBA Trade Show, MBA Catalog, Midwest Connections regional marketing program, Midwest Booksellers' Choice Awards, Spring Meetings, and the association's website.

Financial Responsibilities

The Executive Director plans and oversees MBA and UMBM revenue and expense budgets for general operations, the Trade Show, the MBA Catalog, Midwest Connections, and all other association programs and services. The ED provides budget updates and actual to budget reports to the Board of Directors, and monitors income and expenses in all budget lines on an on-going basis.

The Executive Director manages all financial matters for the association, including accounting, bookkeeping, payroll, insurance policies, and other tasks. The ED works with an outside accounting firm for tax filings, accounting issues, and audits as needed.

National and Regional Liaison Responsibilities

The Executive Director maintains communication with the American Booksellers Association and other regional booksellers associations, and represents the association in joint projects and activities therewith.

The ED represents and promotes the association to publishers, the book industry, and the media.

The Executive Director represents the association at trade meetings, such as the ABA Winter Institute and Book Expo America.

Trade Show Responsibilities

The Executive Director oversees and executes all aspects of the Trade Show, working with the Board of Directors as required to plan the exhibits and programming. The ED organizes all details of show planning and execution, including the schedule of events for the show, in advance and on-site, including booksellers seminars, social events, book and author meals, panels and presentations, and exhibits.

The Executive Director works with publishers and vendors to execute all author-related aspects of the show and hires, trains and supervises the associations's temporary freelance Trade Show staff.

Spring Meeting and Other Meetings Responsibilities

The Executive Director organizes all aspects of the MBA Spring meetings and any other meetings that may be scheduled over the year. Responsibilities for these other meetings are similar to those for the Trade Show, although the meetings are smaller in scope and less complicated in execution.

MBA Catalog Responsibilities

The Executive Director coordinates and executes all aspects of the annual MBA Catalog and works with the Board of Directors on planning and producing the catalog. The ED sells advertising in the catalog to publishers during a week of marketing meetings in New York, at Book Expo America, and from the MBA office on an on-going basis, and is responsible for producing all sales materials pertaining to the catalog.

The Executive Director prepares and distributes information to member booksellers about participation in the MBA Catalog program, and pro-actively educates and assists booksellers in their participation.

MBA Marketing Program Responsibilities

The Executive Director coordinates and executes all aspects of MBA's year-round marketing programs, including Midwest Connections, the MBA website, and the Midwest Booksellers' Choice Awards. The ED works with the Board of Directors on planning and carrying out these programs. The ED sells participation and advertising in these programs to publishers during a week of marketing meetings in New York, at Book Expo America, and from the MBA office on an on-going basis, and is responsible for producing all sales and promotional materials pertaining to them.

The Executive Director prepares and distributes information to member booksellers about participation in the these marketing programs, and pro-actively educates and assists booksellers in their participation.

Other Requirements of the Position

Proficiency with Microsoft Office applications. Knowledge of website applications and Peachtree Accounting desirable.