

# Great Smoky Mountain Association of Realtors®

Great Smoky Mountain Association of Realtors® (GSMAR) is seeking an AE to manage its 775-member organization. GSMAR is located between Pigeon Forge and Sevierville, TN in the Great Smoky Mountains. The AE is responsible for all administration and management of the association, based on member needs, with strong focus on community, through relations and advocacy. A successful candidate will demonstrate strong financial, human resources and leadership skills.

## **About:**

The Great Smoky Mountain Association of Realtors® is an association that exists to represent the interest of real estate professionals and all who own or have the desire to own real property. The association was established in 1966 to serve and help the real estate community with professional development, dispute resolution, legislative advocacy, communication, and community improvement for those it serves. GSMAR has adapted to serve the community and its members through changing times and is always leading the way in training for its members, and giving to the community through events sponsored, and hands on through its members.

## **Title: Account Executive (AE)**

## **Job Description:**

The Association Executive (AE) is responsible for basic administration of GSMAR. The Association is member-focused, and the AE should know the basic activities of its REALTOR® members and where to find information important to members' daily business. The AE will work closely with volunteers and elected leadership on the management of the organization. The Board of Directors has final decision-making authority.

## Governance of Association Structures and Organizational Operations

- Implements programs and events as directed by the Board of Directors. Creates and manages the internal organization of the day-to-day operation of the association.
- Works with volunteers on the development and implementation of the strategic plan as developed by the board.
- Manages the operations of the organization based on the parameters set by the Board of Directors and works under and answers directly to the Board of Directors.
- Prepares policies and procedures based on models from other organizations verifying they comply with Bylaws and with the input of the Governing Documents Committee and Board of Directors approval.
- Provides administrative support to association committees.
- Implements and maintains the policies and procedures that are in place for operations financial management, budgeting and record-keeping as drafted and recommended by the Board of Directors and other organizations (National and State Associations, etc.) of which the Association is a member.
- Updates governing documents, rules, and policies on a routine basis, to match the association's mission and manage goals and when mandated by NAR.
- Promotes the Association's Strategic Plan and works with volunteer leaders to accomplish the tasks set forth within.
- Completes and verifies the Association has met all objectives of NAR's annually required Core Standards.

- Ensures the association is in compliance with insurance requirements and recommends necessary policies to the Board to safeguard the association.

### Physical and Financial Resources

- Maintains an office location with up-to-date office equipment that is analyzed or updated on a routine basis.
- Ensures reliable revenue sources to operate the association at optimum and future levels, with research and development funds in place for new initiatives.
- Develops a comprehensive budget with volunteer (Finance Committee, Treasurer, and Board of Directors) input and approval.
- Ensures that sufficient financial reserves are maintained.
- With the approval of the Board of Directors, works with local financial institutions to invest the Association's money so as to increase and secure financial stability.

### Staff Competencies

- Has the duty to hire/fire/manage Staff of the Association within the guidelines of the Employee Manual, and with Board of Director approval.
- Has a comprehensive knowledge of office management skills and is able to delegate or outsource as necessary. Has a clear understanding of legal and regulatory issues and is able to impact the development of these policies.
- Can develop and implement political fundraising efforts.
- Ensures staff compensation is regionally competitive and works within the payroll budget.
- Ensures that professional development opportunities focusing on supervisory skills are funded by the association.
- At least annually, completes a Staff review of each employee and gives appropriate feedback.
- Is responsible for all administration and management of the association, based on member needs; can act as an association spokesperson.

### Member Services

- Maintains targeted internal and external communications systems and delivery vehicles focused on current industry information.
- Manages new-member recruitment and retention programs with volunteer participation, including one orientation model for all. Develops orientation materials and programs with supporting materials from other sources.
- Is knowledgeable about professional standards complaints and works within the current co-op enforcement agreement with the State Association.
- Offers or provides access to required and optional education programs (may outsource when necessary).
- Is knowledgeable about various marketing services and provides access to related services and business tools developed by others.
- Works with volunteer committee and staff to identify and analyze trends from which member service decisions are made and industry issue initiatives are implemented.
- Plans and manages, with volunteers, networking, and social opportunities to enhance members' career success and future needs.

## Internal and External Relations

- Administers day-to-day operations with clerical support and outside resources, if necessary, and delegates to the support staff. Develops and maintains positive working relationship with Association Staff
- Supports leadership as they identify and recruit future leaders; works with volunteers to forge strong relationships.
- Develops positive relationships with Local, State and National Associations; attends local, regional, and/or state meetings with volunteer leadership.
- Works with an accounting firm, CPA, and an attorney to support Association operations, as directed by the Board of Directors and alerts leadership to new and emerging issues.
- Participates with volunteer leaders in effective and synergistic relationships with local government leaders and legislators; service providers, vendors, consultants, and contractors; influential and market-share members/industry leaders and allied real estate groups; media and community groups.
- Ensures that the association, the volunteer leadership, and the AE are valued resources to brokers.
- Supports efforts to impact legal and regulatory issues.
- Develops and implements special political-action fundraising efforts and grassroots mobilization efforts with the support of volunteers.
- Implements political awareness and fundraising plans developed in collaboration with volunteer leadership.
- Supports State and National advocacy efforts and works with volunteers on issues advocacy at the Association level.
- Is encouraged to apply for State and National Committee service with Board of Directors approval.
- Participates in bi-weekly Zoom meetings with other State AEs to stay updated on current issues.
- Applies for grants as they become available through both the State and National arenas.

Additional duties may be assigned by the Board of Directors as necessary. This is not an exhaustive list of duties and responsibilities of the AE.

**Send Cover Letter, Resume, and Salary Requirements to:**

**[gsmaremployment2024@gmail.com](mailto:gsmaremployment2024@gmail.com)**