

# EXECUTIVE POSITION PROFILE

## Executive Director

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The Legal Marketing Association is managed by SmithBucklin.



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# Position Description

## Scope of Position

The Legal Marketing Association (LMA) seeks its next **Executive Director** to lead LMA and work closely with its board of directors, members, service providers and thought leaders across the industry to shape a vision for the future of the association.

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For more than 30 years, LMA has been the “Authority for Legal Marketing” serving the needs of legal marketing professionals at all stages of their careers and from firms of all sizes. Comprised of roughly 80% in-house legal marketers and 20% service providers, LMA offers education, networking, advocacy, and mentorship to its community of more than 4,000 legal marketers in 33 countries (with an overwhelming majority in the US and Canada), including across eight regions and 40 local groups in the US and Canada. Budgeted operating revenue for 2019 is \$6 million.

LMA is looking for an Executive Director to be a member-facing representative who builds on its positive momentum to demonstrate the value the association and its members bring to the profession.

In addition to possessing strong business and leadership skills, the Executive Director will be expected to readily identify new opportunities and influence the future of the organization in support of the association’s mission. Supported by the notion of #OneLMA, a cohesive and consistent experience for all members of the association, LMA has seen tremendous growth as its service offerings have increased and its membership has diversified.

LMA’s board of directors works with SmithBucklin as its association management partner and headquarters operations are located in their downtown Chicago office. The individual hired into this role will be an employee of SmithBucklin and dedicated solely to LMA.



Specific goals of the LMA Executive Director include:

- Lead the board of directors in prioritizing resources to execute and evolve its existing strategic plan.
- Align the culture of the board, volunteers and staff to embrace innovation, risk-taking and aspirational growth.
- Drive membership growth and diversification (experience, practice, geographic location and function.)
- Serve as an internal advocate for the LMA among members and staff.
- Serve as external advocate to increase public awareness of LMA and its initiatives through public relations, public speaking and other initiatives that advance the profession.
- Support the Annual Conference team as the primary annual showcase for LMA.
- Collaborate with peer associations to ensure LMA remains visible and relevant across the full spectrum of the legal industry.
- Manage the staff team and serve as the operational lead for the association.

## Job Functions

- Work with the board to annually assess the strategic plan and identify priorities.
- Provide governance leadership and support to the board of directors, committees and task forces, ensuring a coherent and effective process to identify and recruit future leaders, establish policy and provide overall direction for the business.
- In collaboration with the Finance Director, plan, direct, monitor, analyze and communicate LMA's finances, including annual budgets, monthly statements (including interpretation and forecasting) and investments.
- Working with individual staff leaders, oversee all functional areas of operations:
  - Drive membership growth through recruitment, retention, engagement and recognition;



- Lead strategic event management;
- Cultivate sponsorships, partnerships and alliances;
- Drive education, marketing, information technology innovation and implementation.
- Lead staff, both paid and volunteer, to deliver needed programs and services; track their effectiveness; and ensure alignment with the organization's mission, goals and objectives.
- Serve as the point person for continuity and reference of the historical record of LMA activities in an association where senior volunteer leadership transitions annually.
- Enhance the visibility and reputation of the organization to ensure increased participation of existing members, attraction of new members and overall sustainability of the organization.

## Candidate Characteristics

- A strategic and visionary leader, with the ability to lead dynamic teams, proactively envision future possibilities and translate them into breakthrough strategies.
- A confident networker and influencer who effectively fosters formal and informal relationships outside the organization by serving as a community builder and networker who works



from the outside in, leveraging exceptional interpersonal skills and approaches to deal with a variety of stakeholders.

- Action-oriented and comfortable embracing new opportunities and tough challenges with a sense of urgency, high energy and enthusiasm.
- Highly collaborative, with a proven record of accomplishment in building partnerships and fostering collaboration with a professional community to meet shared objectives, in addition to sourcing and deploying resources (board, volunteers, partners, staff) effectively and efficiently while anticipating the needs of multiple stakeholders.
- A strong communicator who has proven success developing and delivering multi-modal communications that convey a clear message while promoting the mission of the organization.
- Financially savvy, with a keen understanding of key financial indicators and the highest standards of fiscal accounting, controls and best practices to make better business decisions.
- Vision and purpose with a history of painting a compelling picture of the vision and strategy of an organization and motivating others to action.
- Have the ability to travel, up to 20%, including some weekend activities.

## Qualifications

- Minimum of 10 years of experience in leadership and/or management roles within the not-for-profit sector, preferably with a similar trade association.
- Experience as an Executive Director, CEO or the top P&L leader with a track record of growing an organization.
- Savvy business person, with substantial P&L and budgetary experience that has driven successful financial performance.
- Demonstrated passion for the mission of their organization, their professional community and cultivating a continuous learning culture.
- Forward-thinking, with a measurable track record of elevating the profile of an organization through outreach, marketing and public relations.
- Proactive seeker of solutions and information, who can help connect the dots to ensure the association brings value to its members and the profession.
- Passionate leader with relationship building skills to cultivate and maintain engagement with member organizations and volunteers.
- Track record of driving successful programs to enhance an organization's value and brand.



- Known collaborator, who effectively and professionally builds and enhances relationships with other organizations, the legal community, industry contacts, members and volunteers.
- Inspirational leader with a demonstrable history of guiding staff and volunteers and managing their professional growth and development.
- Strong writer and highly effective presentation and public speaking skills.
- Proficiency with basic computer programming, including the Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- An undergraduate degree is required; an advanced degree is preferred.
- CAE (Certified Association Executive) is preferred.
- Experience with growing, sustaining, and developing regional operations would be a plus

## Where Do You Fit?

Serving as the chief staff executive of LMA, leading a headquarters team of talented association management professionals, along with SmithBucklin's unprecedented resources and 70 years of association industry leadership, you will experience a vital culture of accountability, collaboration and inclusion. By working collaboratively with smart, ambitious, multi-talented, genuine and hardworking colleagues, you will be part of a large community of passionate and



committed professionals, will build meaningful, deep and enduring relationships and have the flexibility and agility required to adapt your staffing model to LMA's evolving strategic priorities and objectives.

In addition, as a 100 percent employee-owned company, SmithBucklin offers all of our people — regardless of position or compensation — an equal chance to experience the fulfillment and reap the benefits of employee ownership. More than 90% of our employees are owners, control the destiny of SmithBucklin and are unified in the goal of building a great, enduring company.

Founded in 1949, SmithBucklin has offices in Chicago, Washington, D.C., Old Lyme, Connecticut, St. Louis, Missouri, and San Ramon, California.

## Equal Employment Opportunity

At SmithBucklin, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status or any other protected status designate by federal, state or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference and background investigation based on position. SmithBucklin Statement of Inclusion:

[www.smithbucklin.com/about/statement-of-inclusion/](http://www.smithbucklin.com/about/statement-of-inclusion/)

[www.smithbucklin.com/about/](http://www.smithbucklin.com/about/)

[www.legalmarketing.org](http://www.legalmarketing.org)

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**Vetted Solutions** is an executive search firm specializing in association, nonprofit, and hospitality/destination marketing community, recruiting and consulting. We focus on CEO and senior staff positions. For confidential consideration, please email your resume and cover letter to **LMASearch@vettedolutions.com** or contact Jim Zaniello below.



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