



**Position Announcement: Executive Director
Automotive Service and Tire Alliance
Located in: Raleigh, NC
Hybrid Position**

Ask yourself

Are you passionate about helping businesses thrive?

Are you an energetic advocate for offering resources, programs and promoting professional development in the automotive service and tire industry?

Are you the next Executive Director of Automotive Service and Tire Alliance (ASTA) in Raleigh, NC?

Why?

ASTA is the Southeast's largest member-sponsored non-profit association serving the aftermarket automotive industry. ASTA supports independent small businesses with professional development, advocacy, and member discounts. The Board of Directors has launched a search to match an innovative nonprofit leader with its passionate and dedicated staff and board to add programmatic value for members and expand the membership base.

What will you do as ASTA's next Executive Director?

The Executive Director effectively executes ASTA's mission, serving as the face of the organization. This leader operationalizes the strategic vision, implements ASTA programs and successfully manages ASTA events. The Executive Director supervises a staff of two as well as contracted staff and **requires 35% travel**, primarily in NC.

Responsibilities Include:

Board Development

- Work closely with the Board of Directors to energize and engage their involvement in policy decisions, membership growth, and visibility of the organization.
- Assist the Board in setting a strategic vision for the future while identifying opportunities for growth and improvement.
- Develop an onboarding and training curriculum for new board members.
- Continually review board governance and leadership, committee roles and effectiveness.

Finance & Operations

- Help create and monitor the annual budget in collaboration with financial management staff and the Board Finance Committee.
- Ensure the annual budget is funded and the organization has adequate cash flow.
- Create monthly finance reports, establish budgets for events and programs.

- Create and maintain strategic alliances and collaborative partnerships with organizations, community leaders, local government, and elected officials.
- Focus on major administrative and operational processes to identify process improvements.
- Motivate and evaluate staff through performance evaluation metrics.
- Establish staff cross-training and implement a knowledge transfer program.
- Maintain a consistent emphasis on the importance of equity and inclusion.
- Review IT business platforms to improve efficiency and effectiveness.

Program Management

- Coordinate with instructors and other partners to provide training for members.
- Ensure training initiatives have a Return on Investment for members
- Manage contracts with instructors and training facilities

Member Stewardship & Recruitment

- *Set goals for new member attainment and existing member renewals.*
- *Assist with management of customer service management and new member onboarding.*
- *Develop and manage a member referral program for existing members to generate new membership leads.*
- *Analyze current membership structure and implement innovative strategies to diversify membership, strengthen peer to peer engagement and increase membership value in cost effective ways.*
- *Streamline communications to members for easier communication and clear understanding.*

Vendor Engagement

- *Obtain sponsorships for ASTA events and the ASTA Expo.*
- *Develop value-add activities for member and vendor engagement.*

Government Affairs

- Guide direction of organizational legislative agenda
- Review quarterly updates from Legislative Affairs Director
- Note any legislative concerns from members and coordinate engagement activities with the Legislative Director.
- Meet with elected officials as requested.
- Ensure ASTA is legally compliant with all applicable laws and regulations.

Marketing & Event Coordination

- Develop standardized sponsorship benchmarks for annual events.
- Implement a Communications and Marketing strategy for the organization (event materials and promotion, member engagement strategies, social media, web page, paid media).

- Manage an event and engagement calendar of when outreach activities take place (member spotlight, monthly newsletter, social media posts).
- Contract with an event planner for the upcoming September Expo event.
- Create a work plan for Expo event in partnership with including follow up with members post events and contracting with an events planner.

Why ASTA?

ASTA is an organization dedicated to supporting the success of independent automotive repair shops and tire dealers in the Southeast. ASTA's goals include offering resources and programs to help businesses thrive, as well as promoting professional development and advocacy.

The Automotive Service & Tire Alliance (ASTA) was formed in 2021 through the merger of the Independent Garage Owners of North Carolina (IGONC) and the North Carolina Tire Dealers Association (NCTDA).

Want to know more? Visit www.astausa.org.

Key lived experiences, attributes, and skillsets sought in the Executive Director

- Bachelor's degree (or equivalent) in business, human resources, finance, or related field.
- Five or more years leading a nonprofit organization or progressive experience in senior management, preferably with nonprofit organizations, with knowledge of leadership and management principles; automotive or tire industry experience a plus.
- Proven track record of successfully recruiting membership/vendor partners
- Dynamic, visionary, high-level strategic thinker with the ability to collaborate with board and staff to envision and convey the organization's strategic future to partners, members, and the community.
- Ability to cultivate board member relationships and generate positive outcomes.
- Strong fiscal management expertise with experience creating and monitoring budgets in partnership with board finance committee.
- Entrepreneurial mindset, with innovative approach to business planning and organizational growth.
- Track record of building relationships and collaborating with member organizations, community members, municipal government agencies, elected officials, and other stakeholders.
- Excellence in organizational management and time management with the ability to recruit, coach, motivate and inspire staff to develop a high-performing team.
- Organized and detail-oriented, ability to prioritize tasks and meet deadlines.
- Proven leadership skills, including negotiation, problem solving, decision making and delegation.
- Strong written and oral communication skills; a persuasive and passionate communicator

with excellent interpersonal skills and ability to speak confidently in public forums.

- Ability to work effectively in collaboration with diverse groups of people.
- Unwavering commitment to quality programs and data-driven program evaluation.
- Model and promote the organization's values and culture, setting a high standard for ethical and effective behavior in all interactions.

Think you are the next ASTA Executive Director?

To apply, click on the link to the **Automotive Service and Tire Alliance Executive Director position profile** at [ArmstrongMcGuire.com/jobs](https://www.armstrongmcguire.com/jobs). You will see instructions for uploading your compelling cover letter, resume and salary requirements. Please provide all requested information to be considered. In case of any technical problems, contact talent@armstrongmcguire.com. No phone calls, please, and no applications will be accepted by email or directly from third-party posting sites.

Salary and Benefits

Salary is \$100,000 plus an annual bonus based on performance. Benefits include medical coverage and 15 vacation days and accrued sick time.

ASTA is committed to equal employment opportunity and does not discriminate based on veteran status, uniformed services member status, race, color, religion, sex, national origin, age and physical or mental disability.

Review of candidates will continue until the position is filled.