



Job Description

Job Title: President and CEO
World Trade Center Northern California

Job Type: Exempt, Full Time, Hybrid in Sacramento, CA

The World Trade Center Northern California (WTCNC) is the largest organization in northern California dedicated to international business and sub-national diplomacy. The WTCNC has an annual budget of \$700,000+, offices in Sacramento and San Francisco, and a staff of six.

WTCNC Vision:

Our vision is a prosperous Northern California that is globally-fluent, internationally-connected, and economically-vibrant.

WTCNC Mission:

The World Trade Center Northern California links northern California's people and businesses internationally through education, resources, and connections.

Organizational Structure:

The WTCNC is an independent 501(c)(3) non-profit California Corporation governed by a Board of Directors. The WTCNC is operated under a license issued by the World Trade Center Association which is owned by the WTCNC.

Position:

The President and Chief Executive Officer (CEO) will have overall strategic and operational responsibility for the programs, staff, expansion, and mission of the WTCNC, including:

- Meeting financial goals through corporate fundraising, program support and budget management.
- Overseeing and retaining high performing, engaged staff through a collaborative team approach.
- Ensuring ongoing program excellence and contributing to new program development.

Reporting:

The CEO reports to the Board of Directors in accordance with the by-laws and regularly communicates with and reports to the Board Chair and the Executive Committee.

Specific Responsibilities include but are not limited to:

- Value Proposition: The CEO is responsible for evaluating the effectiveness of the current programs and the strategic development of new added-value programs.
- Programs: The CEO must have a thorough understanding of event management and provide direction on the development of new programs that expand value and revenue.
- Geographic Coverage: The WTCNC Strategic Plan calls for an expansion of programs and services throughout northern California. The CEO must be prepared to lead this expansion initiative including developing relationships, attending events, and developing strategies for engagement in key areas outside of the Greater Sacramento region.



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- **Economic Development:** The CEO is responsible for monitoring and supporting regional economic development initiatives and engaging the WTCNC as appropriate.
- **Outreach and Communications:** The CEO is responsible for ensuring the execution of a comprehensive communications strategy that achieves broader awareness of the Trade Center and its programs.
- **Public Policy:** The CEO is responsible for ensuring the organization stays current on trade issues and is prepared to serve as the public spokesperson on these topics.
- **International Visitor Leadership Program:** A significant portion of the revenue and programs of the WTCNC involve implementing the U.S. Department of State's International Visitor Leadership Program, funded through a federal grant. The CEO is responsible for ensuring annual grant applications, budgets, and reports are submitted timely and accurately. The CEO also supports the program through engagement with Global Ties U.S., the U.S. Department of State, and international leaders and regional organizations, while providing essential support to Sacramento and San Francisco staff to sustain this revenue stream for the organization.
- **Board/Volunteer Relations:** The CEO will maintain strong and effective relationships with the volunteers that serve the WTCNC, including committees, officers, and the Board of Directors.
- **Human Resources Management:** The CEO is responsible for overseeing, supporting, coaching, attracting, and retaining a dedicated high performing staff.
- **Financial Management:** The CEO must have a solid understanding of finance, cash management, and budgeting. The CEO is responsible for developing the annual budget and revenue goals and for achieving the goals.

Qualifications:

The CEO will have a combination of experience and professional qualifications, which display the following:

- A proven record of accomplishment in business or non-profit organizational management
- A demonstrated strength in sales and fundraising
- A proven record of developing a strong, motivated, engaged staff team
- Excellent written and verbal communication skills
- Demonstrated skills in public speaking, media relations, and related strengths
- Excellent interpersonal skills

Additional experience and characteristics which add to the qualifications of the CEO candidate may include:

- A strong professional business network in Northern California
- Education or professional experience in international business
- Demonstrated interest in diverse international cultures
- A background working with volunteer organizations



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Compensation:

WTCNC offers a competitive salary and benefit package including health, dental, vision, and life insurance as well as a 401(k) plan.

Equal Opportunity Employer:

World Trade Center Northern California is an Equal Opportunity Employer and ensures its employment decisions comply with principles embodied in Title VII, the Age Discrimination in Employment Act, the Rehabilitation Act of 1973, the Vietnam Veterans Readjustment Assistance Act of 1974, Executive Order 11246, Revised Order Number 4, and applicable state regulations.

How to Apply:

Interested candidates must email a resume and a cover letter that highlights their interest in and unique qualifications for the position to jobs@norcalwtc.org with the subject line "CEO Position".

Posted November 13, 2024. Application period will remain open until the position has been filled.