



Job Description

ASA Regional Director

Automotive Service Association

JOB TITLE: REGIONAL DIRECTOR

REPORT TO: Vice President of Regional Services (VPRS)

TIME REQUIREMENT: Part time to Full Time as Region Grows

General Description of Duties:

Automotive Service Association (ASA) is the oldest and largest association representing the independent automotive repair industry professionals. ASA is a not for profit, professional trade organization that provides educational and support services to owners of independent automotive repair and collision shops in the United States.

We are seeking candidates for six (6) Regional Director positions.

Essential Duties and Responsibilities:

Specific duties include, but are not limited to:

- Coordinate ASA regional functions and activities to include training events, business social events, conferences, workshops, and fund-raising events
- Actively recruit and solicit additional members for the association in all areas of the region, starting with areas with the highest probability for success first and then expanding or sub-dividing into smaller chapters, as needed based on geography and member needs and number of members
- Maintain positive relationships with current members by providing regular contact through effectively coordinated communications
- Implement annual goals/objectives established by the ASA Board of Directors and communicated by the VP of Regional Services (VPRS)
- Maintain active communication with the VPRS regarding matters that require/justify involvement by the Board
- Contact members who have discontinued their memberships and determine reasons for non-renewal, maintaining a log of such activity for use in planning and tailoring offerings to keep them in line with member desires
- Attend any necessary committee meetings and act as an advisor to the committees for the region

- Work closely with other Regional Directors to put on exemplary learning programs and special events for members in the regions
- Provide program and other pertinent reports, via a monthly regional director report, to the VPRS
- Assist with building and maintaining the membership and prospect database
- Research, coordinate and promote member benefits, actively looking for additional desired benefits
- Assist in compilation and distribution of Association newsletters and email news pieces
- Travel as necessary for Conferences, and to promote and grow membership within the region.
- Financial responsibilities defined by ASA
- Remain alert for any legislative, regulatory, or environmental issues in the region that may affect the Association and/or its membership and make our DC office aware
- Assists in identifying and recruiting potential directors for the board(s)
- Other duties as assigned by the Vice President of Regional Services

Skills and Educational Requirements:

- Excellent written and verbal communication skills
- A strong and fair work ethic
- Strong organizational and coordination skills
- Accepting of a quickly changing work environment and culture
- Ability to make presentations to members and potential members in groups or individually
- Association experience (2-3 years preferred)
- Sales, event planning and automotive industry experience preferred
- Bachelor's Degree or the equivalent experience preferred
- Ability to work occasional evenings and weekends for meetings and events
- Ability to travel, as needed
- Intermediate to advanced skills in MS Office products (Word, Excel, Outlook, Access, PowerPoint)

Leadership Skills Needed:

- Sets an example and is a role model for others
- Professional appearance and demeanor
- Takes responsibility for personal actions, and works well in a team environment
- Uses critical thinking to analyze and build solutions for problem areas while assessing global implications
- Encourages/leads team in looking for new ways to provide services, represents our members and attract quality repair shops and associate members
- Identifies and develops employee/volunteer potential to its fullest
- Sets challenging yet attainable performance objectives for regional staff
- Is mission oriented in perspective and performance

Compensation and benefits are commensurate with experience and a track record of progress and potential.

Effective telecommuting is allowed. It is recommended that candidates live within their assigned region.

The job description above is intended to provide an overview of the job duties and requirements and is not considered to be all inclusive, there may be regional modifications based on the specific region.

A non-compete agreement and confidentiality statement will be required at time of hire.

**Please submit resumes with subject line "Regional Director Position" to
Blair Calvo, Vice President of Regional Services at blairc@asashop.org**