

Position and Candidate Specification



British Columbia Sheet Metal Association (SMACNA-BC)

705-9639 137A Street, Surrey, B.C.

Executive Director

SMACNA-BC

Representing the Sheet Metal Industry in British Columbia

The Sheet Metal and Air Conditioning Contractors National Association (SMACNA) is an international trade association representing 3,500 signatory contracting firms with more than 100 chapters throughout the United States, Canada, Australia, and Brazil. A leader in promoting quality and excellence in the sheet metal and air conditioning industry, SMACNA strives to create a competitive advantage for its members through industry education, labor relations, standards development, industry representation, and business studies.

SMACNA-BC is a local chapter located in Surrey representing British Columbia contractors who use sheet metal to fabricate and build architectural, ductwork, and HVAC metal systems in industrial, commercial, architectural and residential markets including:

- Architectural projects including stadiums, metallic building skins, roofs, and structures
- Industrial plant HVAC and ventilation systems
- Residential HVAC
- Commercial HVAC systems for office buildings, commercial and retail sites
- Healthcare HVAC systems
- Custom fabrication
- Manufacturing
- Building enclosures
- Testing and balancing HVAC systems
- Servicing and retrofitting new systems in older spaces
- Energy management and maintenance

SMACNA-BC members specialize in the tough, complex jobs in each market sector. Primary contractors, architects and property owners frequently define the quality of SMACNA members' work by referencing their timely delivery, ability to get a project right the first time, strong communication and highly-skilled workmanship.

Sheet metal workers are unique from other trades in that they are the only trade that takes the raw material and fabricates the architectural pieces, ductwork and HVAC systems they install. Because the role requires full knowledge of the sheet metal lifecycle — from raw materials and fabrication to installation, testing and balancing — employees of SMACNA contractors all receive at least four years of apprentice training before they graduate to a journeyman role and can work on a job site without supervision. Sheet metal workers work in the shop or on the job site and can work in varied sector specialties, depending on their employer, including residential, commercial, architectural and industrial contractors.

Industry Standards

SMACNA is well-known for its standards development work. SMACNA standards help contractors reduce costs, anticipate technical requirements, and increase productivity and efficiency. The technical standards and manuals developed by SMACNA contractors are accepted across the globe by the construction community. ANSI, the American National Standards Institute, has accredited SMACNA as a standards-setting organization.

SMACNA standards and manuals address all facets of the sheet metal industry, from duct construction and installation to air pollution control, energy recovery, and roofing.

Labour Relations

SMACNA-BC provides key guidance in labour contract negotiations and grievance administration.

Business Management, Education, and Events

SMACNA National develops publications, white papers, educational programs and conducts industry research to help SMACNA contractors maintain a competitive advantage. SMACNA Business Management presents members with the best business practices being utilized in the industry and that can help run a sheet metal and air conditioning contracting business at optimal levels. Topics covered include financial management, project management, managing a sheet metal contracting business, and issues impacting the changing marketplace.

SMACNA Events and Education Programs provide a broad learning environment that helps members acquire knowledge about the industry or their profession while also gaining a greater understanding of management, operations and major trends impacting our industry. Important to this overall perspective are the many networking opportunities where members can establish life-long friendships while learning best in class approaches from their peers.

Reporting to the Board of Directors, SMACNA-BC's Executive Director is responsible for managing and implementing all administrative, financial, and program activities of SMACNA-BC in accordance with the Board's policy and direction. This leader will assess and enhance relationships with key stakeholders, from chapter members to unions and other construction associations. Build upon the core values of the association and assess long-term strategic goals, develop and deliver programs, products and services for members.

KEY RELATIONSHIPS

Reports to: SMACNA President, who serves as the Chair of SMACNA's Board of Directors

Direct Reports:

- Vice President
- Past President
- Director
- Director
- Director
- Director
- Director
- Director
- Northern BC Representative

Other key relationships

- Sheet Metal Industry Training Centre Board
- SMACNA-BC / SMART Local Union 280 Joint Conference Board
- Health Benefits Committee
- Pension Board
- Related Associations / MCA, VRCA, ASHRAE

DESIRED OUTCOMES

- Attract the next generation of contractors to become invested and engaged in SMACNA-BC by adjusting current programs, products and services, and creating new offerings as needed to remain current and relevant.
- Continue to educate SMACNA-BC members on issues facing the industry -- e.g., technology; diversity, equity and inclusion – so they remain competitive in a dynamic external context.
- Maintain and enhance SMACNA-BC's strong relationships with key stakeholders, members, and other associations, consultants, and SMACNA standards users.
- Grow SMACNA-BC's membership numbers and level of member engagement.
- Maintain SMACNA-BC's financial strength and stability.
- Continue to strategically advance the SMACNA brand and legacy

The next Executive Director of SMACNA-BC will be a skilled and confident leader, influencer, collaborator, and coalition-builder who can promote and maintain a well established organization. This leader will have a strong strategic capability and innovative mindset. This candidate will be an empathetic listener and communicator who is readily accessible to SMACNA-BC's members, large and small, and who will represent the industry with energy, passion, and credibility.

IDEAL EXPERIENCE

Significant leadership and management experience

Direct accountability for driving results, collaborating with a volunteer board of directors and ensuring an organization's financial stability; experience in a membership organization with a chapter structure is preferred.

Experience serving as the face and voice for an industry or organization

Effectively and credibly communicates to a range of external stakeholders, the Board of Directors, members, key labour leaders, and other industry associations.

Experience working with labour leadership

Experience building relationships and working with labour organizations.

Construction industry experience

Experience and familiarity with the construction industry and contractors more broadly would be greatly beneficial. Construction industry related diploma or trade certificate is required.

CRITICAL LEADERSHIP CAPABILITIES

Strategic Thinking

- Works with the SMACNA-BC board to create a strategic plan based on current and future market realities and providing services for members.
- Maintains an awareness of the challenges and opportunities for members and the broader industry and adjusts the association's actions and approach as appropriate in order to help SMACNA-BC members navigate the changing industry context. Remains current on emerging technologies that are relevant for the industry and the association.
- Thinks 3-5 years ahead beyond the current defined strategy.

Collaborating and Influencing

- Quickly engages and develops trusted relationships with a broad and diverse membership to build alignment on SMACNA-BC's agenda, and capably manages relationships externally with key labour leadership, related groups and other stakeholders.
- Effectively communicates the value proposition of the association to the membership, making them proud to identify as a SMACNA-BC member.
- Serves as the chief spokesperson and advocate for SMACNA-BC members, communicating internally and externally with all stakeholders to advance the goals and mission of SMACNA-BC.
- The promotion of benefits to being a SMACNA-BC member to future and potential non member contractors.

Leading People

- Effectively communicates key objectives developed with the board of directors to all members.
- Executes strategic objectives
- Continues to build a healthy organizational culture with independent and open communication with association members, the Board of directors and other stakeholders.
- Engages, inspires and motivates.

APPLICATIONS AND NOMINATIONS

The Board of Directors of SMACNA-BC is leading the recruitment drive for this candidate. If you wish to confidentially submit application materials or nominate someone to serve as the next Executive Director please email:

SMACNABoard@outlook.com