

## **CARF Job Description**

<b>Job title:</b>	Managing Director
<b>Business Unit / Department:</b>	Marketing and Business Development / Business Development
<b>Reports to:</b>	Chief Marketing Officer
<b>FLSA status:</b>	Exempt (I)

### **Position summary**

Plan and execute customer-focused strategic business activities related to development of CARF standards; pursue the growth of accreditation accounts/programs through extensive knowledge of industry trends and public policy; cultivate effective relationships with CARF stakeholders and decision-makers (example: regulation, insurers, etc.); conduct in-depth research and analysis of market data; provide comprehensive verbal and written information on the CARF standards, accreditation process and marketing trends; demonstrate expertise in human service programs, service-delivery and quality outcomes, and comprehensive understanding of CARF's philosophy, values, mission and services.

As a senior executive with CARF, this position must demonstrate personal conduct in keeping with CARF's reputation of "excellence," ensuring CARF's integrity, trust, and reputation in the marketplace with key stakeholders/influencers (example: customers, payers, regulators, consumer groups, internal staff/surveyors), always advancing the goodwill and credibility of CARF staff, surveyors, and its accreditation processes.

### **Essential duties and responsibilities**

The following duties and responsibilities represent the essential functions of this job that an individual must be able to perform with or without a reasonable accommodation:

- In conjunction with the customer service unit, provide account-based life cycle support and services to customer organizations through a team approach that optimizes account growth and retention, customer and value-added service, financial stability, and new business opportunities.
- Support the consultative and valued accreditation experience by: training organizations; enhancing CARF surveyor capabilities and competencies through various engagement methods (presentations/training); providing relevant information to stakeholders to promote the value of accreditation.
- Participate as a senior manager in the development and support of the CARF values, mission and business planning. Serve as "environmental compass" to CARF senior management, and member of management team contributing to all staff meetings.
- Participate and support, on an annual basis, in CARF's succession planning activities to advance one's own competencies for senior leadership opportunities, and develop direct reports to ensure CARF's long-term management bench strength.
- Consistent with CARF's business strategy, create annual business development plans, implement tasks, and monitor progress to ensure CARF realizes its mission and business goals, namely account growth, financial stability, and mission achievement.
- Maintain constant vigilance of the relevancy and appropriateness of standards and survey processes. Research, analyze, and monitor public policy and proposed legislation; trends in health and human services, programs and funding; third party contracting and reimbursement; changing consumer needs; technological advances; and economic/demographic factors to identify and capitalize on market opportunities, and minimize effects of competitive activity.
- Establish and maintain relationships with key community and strategic partners. Confer with

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policy decision-makers regarding CARF accreditation and standards and assist with policy development regarding accreditation. Provide consultation and education to the professional human services community regarding service practices and trends. Maintain targeted stakeholder communication to extend the reach of CARF.

- Ensure that CARF is well represented at state, regional, and national (and international, as appropriate) conventions, conferences, and association meetings and serve on advisory panels, editorial boards or other venues for influencing policies regarding accreditation and standards in the field of human services. Through verbal and written presentations, including articles to or interviews with field-related journals, serve as a conduit for dissemination of critical, time-sensitive information to the professional human service community.
- Develop, plan, and present training to the public regarding standards and accreditation. Participate as trainer in webinars, regional onsite training events and annual conferences.
- Participate in surveyor recruitment, selection, foundational training, and continuing education, as necessary.
- Serve as conduit to International Advisory Council and International Standards Advisory Committees to identify pertinent issues and time lines, determine participants, suggest areas for and provide input to standards development and revision, and guide revisions following field review.
- Ensure all communications are timely, accurate, and appropriate.
- Conduct business and serve stakeholders in a manner portraying professionalism and excellence in customer service.
- Establish and maintain a supportive, collegial, and respectful relationship with surveyors.
- Facilitate participation of CARF associates in strategic business opportunities, e.g. conferences, presentations, specific projects, grant writing.
- Endure long hours associated with extensive travel, both domestic and international.
- Perform work activities from remote locations, both domestic and international. “Virtual Offices” include: meeting rooms, convention and exhibit halls, airports, and hotel rooms.

### **Supervisory responsibilities:**

- Communicates and collaborates with Account Manager and professional staff within Customer Service Unit and other Managing Directors; and interfaces with Survey Services, Education & Training, and other support services as required to achieve organizational goals.

**Note:** Duties and responsibilities are not all inclusive and may change at any time, with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Qualifications, education and/or experience**

The following qualifications represent the training, education, certifications, licensures, and/or work experience required to perform the essential duties and responsibilities successfully:

- Master's Degree in a health or human service discipline; or Master's Degree in business or public administration, marketing or related field with undergraduate degree in health or human service discipline; and minimum of ten years' of progressively higher level managerial experience in the health or human service field or equivalent combination of education and experience.
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or surveyors. Ability to write speeches and articles for publications that

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conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

- Ability to calculate figures and amounts such as discounts, percentages, and proportions; ability to apply concepts of basic algebra and statistical data relating to demographics and trends.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Proficient in MS Office products including Power Point and Word. Ability to design presentations incorporating graphics and imported data. Proficient in using Microsoft Outlook for arranging meetings, recurring reminders, and task management.
- Strong public speaking skills, expertise in training adult professionals, and ability to write for professional newsletters, magazines, and books.
- Must be authorized to work in the United States. Does not now or in the future require sponsorship for employment visa status, including but not limited to H-1B visa status.

### Competencies

The following competencies represent the knowledge, skills, and/or abilities required to perform the essential duties and responsibilities successfully:

#### **Values-based competencies:**

- **Respect** - Treats people with dignity and respect, values diversity, demonstrates cultural competence, promotes a harassment-free environment, keeps commitments, and inspires the trust of others.
- **Excellence** - Meets challenges with resourcefulness and generates suggestions for improving own work, as well as CARF products, services, and people.
- **Steewardship** - Follows policies and procedures, promotes safety and security awareness, works ethically and with integrity, upholds organizational values, maintains a positive and professional demeanor, and maintains and uses equipment and materials properly.
- **Partnership/teamwork** - Contributes to building a positive team spirit, puts success of team above own interests, exhibits objectivity and openness to others' views, gives and welcomes feedback, and supports everyone's efforts to succeed.
- **Excitement** - Supports bold thinking and develops innovative approaches and ideas.
- **Communication (open)** - Listens to others, acknowledges other points of view, effectively transfers information and expresses ideas in individual or group situations, and maintains confidentiality.
- **Technology** - Champions technology to support unique business solutions.

#### **Position-specific competencies:**

- **Adsaptability** - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; and deals with frequent change, delays, or unexpected events.
- **Analitical** - Synthesizes complex or diverse information, collects and researches data, and uses intuition and experience to complement data.
- **Attendance/punctuality** - Follows company attendance policy, ensures that work responsibilities are covered when absent, and arrives at meetings and appointments on time.
- **Business acumen** - Understands business implications of decisions and aligns work with departmental and/or organizational goals.

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- **Change management** - Develops workable implementation plans and communicates changes effectively.
- **Communication (oral)** - Speaks clearly and persuasively in positive or negative situations, listens and gets clarification, responds well to questions, participates in meetings, and demonstrates group presentation skills as appropriate.
- **Communication (written)** - Writes clearly and informatively, edits work for spelling and grammar, varies writing style to meet needs, presents numerical data effectively, and reads and interprets written information.
- **Continuous learning** - Continuously strives to build own knowledge, skills, and abilities; actively identifies new areas for learning; regularly creates and takes advantage of learning opportunities; and applies newly acquired knowledge, skills, and abilities.
- **Customer service** - Manages difficult or emotional customer situations, responds promptly to requests for service and assistance, solicits customer feedback to improve service, and meets commitments.
- **Dependability** - Works independently within general guidelines, accepts responsibility for own actions, keeps commitments; meets productivity standards, completes work in a timely manner, and manages attendance to meet work requirements by adhering to company attendance policy and arriving to meetings and appointments on time.
- **Fiscal responsibility** - Contributes to budget development, provides accurate estimates, monitors expenditures, remains within budget guidelines, contributes to profits and revenues, conserves organizational resources, and applies cost-saving techniques.
- **Initiative** - Seeks increased responsibilities, takes independent actions and calculated risks, effectively identifies new opportunities and challenges, and determines how to facilitate positive outcomes.
- **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, develops innovative approaches and ideas, and presents ideas and information in a manner that gets others' attention.
- **Interpersonal skills** - Focuses on solving conflict, not blaming others; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas; and tries new things.
- **Job knowledge** - Understands job duties and responsibilities; possesses necessary job skills and knowledge, understands and uses technology appropriately, understands and promotes department mission and values, and keeps current with new developments in profession and field.
- **Judgment** - Displays willingness to make decisions, exhibits sound and accurate judgment, supports and explains reasoning for decisions, includes appropriate people in decision-making process, and makes timely decisions.
- **Leadership** - Displays passion and optimism, inspires respect and trust, influences actions and opinions of others as appropriate, mobilizes others to fulfill the vision as appropriate, and provides vision and inspiration to peers and/or subordinates.
- **Motivation** - Sets and achieves challenging goals, demonstrates persistence and overcomes obstacles, measures self against standard of excellence, and takes calculated risks to accomplish goals.
- **Multitasking** - Displays an ability to handle multiple tasks in an efficient and timely manner.
- **Planning/organizing** - Prioritizes and plans work activities; uses time efficiently, sets short-and long-term goals and objectives, aligns objectives and actions with organizational goals, and develops realistic action and contingency plans.
- **Policy analysis** - Formulates recommendations, anticipates possible ramifications, and

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communicates significance of findings.

- **Problem solving** - Anticipates, identifies, and resolves problems in a timely manner; gathers and analyzes information skillfully; works to overcome obstacles; develops alternative solutions; works well in group problem-solving situations; and uses reason even when dealing with emotional topics.
- **Productivity** – Efficiently plans, sets priorities, and executes work; accurately scopes out work; creates efficient workflows, processes, and procedures; meets productivity standards; allocates resources properly; and takes on additional responsibilities, as needed.
- **Project management** - Develops project plans; coordinates projects, communicates changes and progress, completes projects on time and within budget constraints, and manages project team activities.
- **Quality** - Demonstrates accuracy and thoroughness, monitors own work to ensure quality, and looks for ways to improve and promote quality standards.
- **Quantity** - Meets productivity standards, completes work in a timely manner, and assists in meeting targeted account growth projections.
- **Research** - Identifies relevant sources of information, synthesizes data into meaningful terms, and presents interpretation of findings.
- **Strategic thinking** - Develops strategies to achieve organizational goals, understands organization's strengths and weaknesses, analyzes market and competition, identifies external threats and opportunities, and adapts strategy to changing conditions.
- **Training** - Aligns objectives with organizational goals, prepares for instructional delivery; and facilitates participant learning, evaluates training effectiveness.