

# Sample President/CEO Job Description

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## For Mid-Size Pregnancy Center Organizations

**Job Title:** President/CEO

**Reports To:** Board of Directors

### ***Objectives of the Position***

The primary responsibility of the President/CEO is to provide leadership to the pregnancy center organization through developing and implementing strategic plans to advance and protect the corporation's mission and objectives and to promote revenue, profitability and overall growth of the organization. This also includes overseeing the operations to ensure service effectiveness and efficiency, quality assurance, and cost-effective management of resources.

**Supervises:** All Department Executives

### ***Qualifications***

1. Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord.
2. Exhibit strong commitment and dedication to the sanctity of all human life.
3. Agree with and be willing to uphold the organization's core values, guiding principles (i.e., statement of principle & statement of faith) and governing policies.

### ***Knowledge and Skill Requirements***

1. Experience in strategic planning and execution.
2. Knowledge of contracting, negotiating, and change management.
3. Skill in examining and re-engineering operation and procedures.
4. Experience in formulating policy, and developing and implementing new strategies and procedures.
5. Ability to develop financial plans and manage resources.
6. Exhibit strong skills in interpersonal communication, public speaking, writing and effective media relations.
7. Knowledge of public relations principles and practices.
8. Knowledge of communication and public relation techniques.
9. Ability to develop and deliver presentations.
10. Ability to identify and secure funding/revenue sources.
11. Work requires professional written and verbal communication and interpersonal skills.
12. Ability to communicate and interact with officials at all levels of government, religious organizations and to work effectively with a wide range of constituencies in a diverse community.
13. Ability to motivate teams and simultaneously manage several projects.

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## ***Major Responsibilities***

1. Develop a strategic plan to protect and advance the organization's mission and objectives.
2. Promote revenue through implementation of effective donor acquisition and development strategies.
3. Build a fundraising network using personal contacts, direct mail, special events, SMS, and foundation support.
4. Oversee operations to insure service effectiveness and efficiency, quality assurance, and cost-effective management of resources.
5. Approve organization's operational policies, procedures and standards.
6. Review reports and financial statements to determine process and status in fulfilling the mission of the organization, attaining goals and objects established by the board of directors, and make any necessary adjustments.
7. Evaluate performance of executives for compliance with established policies and objectives of the organization and contribution in attaining objectives.
8. Promote the organization through written articles and personal appearances at community meetings, conferences, church services, radio and TV.
9. Represent the organization at legislative sessions, committee meetings and formal meetings.
10. Promote the organization to local, regional, and national constituencies.
11. Represent organization at Board of Director meetings
12. Direct the planning and policy-making committees.
13. Other duties as assigned by the Board of Directors.