

## **Executive Director**

### **Precast Concrete Association of New York (PCANY)**

Part-Time | Strategic Growth Leadership Role

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#### **Position Overview**

The Precast Concrete Association of New York (PCANY) is seeking a forward-looking, strategic, and hands-on Executive Director to lead the organization into its next phase of influence, visibility, and financial sustainability.

This is a part-time, growth-focused leadership position responsible for strengthening the association's presence with NYSDOT and regulatory agencies, expanding educational programming, enhancing industry advocacy, increasing non-dues revenue, and raising the visibility of precast concrete across New York State.

The Executive Director reports to the full Board of Directors and is accountable for executing Board-approved strategies. While association officers and committees will support administrative functions and governance, the Executive Director will serve as the primary strategic driver and external face of the organization.

This role is ideal for an experienced infrastructure or construction industry leader with government relations experience and a track record of organizational growth.

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#### **Key Responsibilities**

##### **Strategic Leadership & Growth**

- Develop and implement a 2–3 year strategic growth plan aligned with Board priorities.
- Modernize the association's value proposition to members and stakeholders.
- Identify opportunities to expand membership, partnerships, and industry relevance.
- Recommend and execute structural improvements, including dues restructuring and membership tier evolution, as appropriate.

##### **Government & Regulatory Relations**

- Serve as the strategic face of PCANY with NYSDOT, state agencies, and regulatory bodies.

- Coordinate and direct external lobbyists or consultants.
- Develop constructive working relationships with agency leadership.
- Advance moderate but meaningful advocacy initiatives that strengthen the precast industry's position in New York.
- Identify opportunities for precast inclusion in standards, specifications, and policy development.

### **Revenue Development & Financial Sustainability**

- Develop and execute an approved plan to diversify revenue beyond dues.
- Develop and execute a sustainable revenue growth strategy.
- Propose and implement Board-approved financial modernization initiatives.

### **Educational Programming & Industry Development**

- Expand technical and educational programming for members and industry stakeholders.
- Partner with other industry organizations (ex. ACI, AGC, etc.) to offer shared training/resources.
- Increase engagement with engineers, specifiers, and public agencies.
- Identify opportunities for workforce development and industry training.
- Elevate PCANY as a trusted technical resource within the infrastructure community.

### **Visibility & Industry Leadership**

- Raise awareness of precast concrete as a critical infrastructure solution.
- Position PCANY as a respected industry voice.
- Enhance communication strategies and stakeholder engagement.
- Represent the association at industry events, conferences, and public forums.

### **Organizational Execution**

- Own execution of Board-approved initiatives.
- Provide regular performance reporting to the Board.
- Work collaboratively with officers and committees to align priorities and resources.

- Maintain accountability for measurable growth outcomes.
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### **Ideal Candidate Profile**

The ideal candidate will possess:

- Broad construction or infrastructure industry experience
- Government relations or regulatory engagement experience
- Executive leadership experience in an association, trade organization, or industry-facing role
- Demonstrated success in revenue growth, sponsorship development, or business expansion
- Strong relationship-building and political acumen
- Strategic thinker with hands-on execution capability
- Excellent communication and stakeholder management skills

Industry experience in precast or concrete is beneficial but not required; credibility within infrastructure and public works sectors is essential.

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### **Success Metrics (First 2–3 Years)**

Success in this role may include:

- Strengthened working relationships with NYSDOT and regulatory agencies
  - Expanded educational programming and member engagement
  - Increased sponsorship and non-dues revenue
  - Modernized dues or membership structure (if approved by the Board)
  - Improved visibility and influence of precast concrete within New York
  - Measurable growth in membership or stakeholder participation
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### **Compensation**

This is a part-time position with a flexible and creative compensation structure. The Board is open to models that may include:

- Retainer-based compensation
- Base compensation plus performance incentives tied to revenue growth or strategic milestones
- Other performance-aligned structures

Base compensation between \$38,000 - \$45,000 based on experience and scope of engagement.

Interested candidates please send resume to [precast@pcany.org](mailto:precast@pcany.org).

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### **About PCANY**

<https://www.pcany.org/>

The Precast Concrete Association of New York represents producers, associates, and professionals dedicated to advancing the use and quality of precast concrete products across the state. The association is entering a pivotal period of modernization and growth, seeking leadership to elevate its industry impact and long-term sustainability.