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Director General

The Director General is the Chief Executive Officer of the Association and, subject to the control and direction of the Board. A strategically strong director with sharp financial acumen, who also serves as a persuasive ambassador. Someone who builds external relationships and inspires trust, while internally driving results, discipline, and long-term value creation.

The Director General is the Chief Executive Officer of the Association and subject to the control and direction of the Board, supervises the affairs of the Association. The Director General is responsible for the day-to-day management of the Head Office, including staff management, budget preparation and control of all funds, in a way that ensures financial and operational success. The Director General is responsible for the planning and execution of the strategy, developed together with the Executive Committee and as approved by the board. The Director General is also responsible for the delivery of agreed projects and programs and to provide the Board with operational and financial reporting and any information they need to monitor performance in these areas. The Director General is responsible for membership and external relations, serves as TIACA primary representative, advocate and media contact or spokesperson and represents TIACA at Air Cargo events and towards other organizations.

Profile

The Director General is expected to be sharply and actively focused on delivering measurable results, providing visionary leadership as well as practical management.

Specifically, TIACA's Director General should have:

- A strong leadership, building and motivating qualities along with effective and productive team approach
- A good understanding and preferably a proven experience with issues, policies, technologies, developments, and trends affecting the air cargo industry
- Experience in developing and implementing innovative programs, able to respond to ever-changing environments
- Proven project management skills and be results-oriented
- A solid track record of establishing, managing and developing collaborative working relationships with a range of internal and external individuals and organizations
- Strong influencing and negotiating skills at the most senior levels to lead, develop and participate in partnerships and strategic alliances
- The ability to establish credibility, trust and loyalty quickly, particularly in new areas of influence
- Ability to think clearly and analytically, grasp complex issues and develop sound judgments in a sensitive environment



- Excellent communication and interpersonal skills
- Able to represent the Association in the media and in international events
- A good experience of trade associations, board and/or committee work and procedures, including administration and finance of such
- Experience working in an international context

Roles & responsibilities

- **Manage Head Office, including staff and sub-contractors:**
 - Responsible for the day-to-day management of the Head Office
 - Develop and maintain TIACA's organizational policies manual, documenting all critical business processes and manages correct implementation by all
 - Ensure that TIACA has an effective team in place and that succession plan are in place for key staff members, including job descriptions and performance tools
 - Divide and assign work effectively, delegating appropriate levels of freedom and authority
 - Encourage staff development and education, and ensure staff is skilled to perform their duties or put in place development plans and creates a positive climate to motivate people
- **Execute the Association's vision, strategy, strategic objectives, and delivery plan and drive successful implementation:**
 - Advise and make recommendations to the Board on matters affecting the air cargo industry, including initiatives to be taken and planning required
 - Advise the board on the Association's long-range strategy and adhere to the strategy decided by the board
 - Develop a yearly action plan to be approved by the Board and the Trustees, evaluate and report on progress, goals, and objectives
 - Establish such working groups and ad hoc task forces as necessary to address specific issues concerning the air cargo industry, appoint their members and dissolve any such working groups or ad hoc task forces at any time after approval from the Board
- **Maintain top-quality relations with the Board, Trustees, and all other Members:**
 - Draft agendas for Members and Board meetings
 - Support the Chair with Members and Board meetings and calls
 - Make the Chair aware and support the Chair in interventions with Directors that may be poorly attending meetings or in violation of some other Board policy or procedure
 - Perform other duties as may be prescribed from time to time by the Board or the Trustees



- **Develop and implement commercial action plan to ensure TIACA remains relevant, attractive, and able to sustain its activities by generating enough revenues:**
 - Ensure TIACA's value proposition is always relevant and documented
 - Develop and execute realistic, ambitious business development plans to attract and retain members, sponsors, advertisers, and exhibitors.
 - Meet or exceed revenue goals, ensuring that adequate funds are available to permit the Association to carry out its work.
 - Develop new revenue-generating opportunities.
 - Develop and maintain a solid pipeline of potential sponsors, advertisers and exhibitors and relevant sales documentation as well as internal reporting.

- **Manage financials and legal compliance:**
 - Prepare the yearly budget, in line with the approved strategy and with the support from the treasurer and present it for approval by the Board and Trustees
 - Responsible for delivering the financials.
 - Ensure that the Association operates within budget guidelines
 - Work with the Directors to ensure that any expenses incurred by the Directors on TIACA's behalf are per policy and approved by Director General in advance. For approved expenses, Director General will be responsible for processing paperwork necessary to reimburse the Directors per policy
 - Ensure TIACA has a solid membership management process and tool in place to provide quality and timely services to members and collect efficiently the annual dues
 - Assure adequate control and accounting of all funds, including developing and maintaining sound financial practices
 - Maintain, or ensure maintenance of, official records and documents, and ensure compliance with federal, state and local regulations and reporting requirements (such as annual information returns; payroll withholding and reporting, etc.).
 - Execute legal documents appropriately

- **Develop and implement TIACA's outreach and partnership strategies**
 - Establish a solid communication and outreach strategy to disseminate TIACA's messages, promote the Association's programs, serve the members and the industry
 - Ensure TIACA's presence is adequate and efficient on all selected communication channels, progressively modernizing the Association's reputation
 - Orchestrate efficiently the work between TIACA's Secretariat and designated PR agency (if any) to have relevant, high quality and timely communication and presence on all channels



- Organize or co-organize top-class industry events to disseminate TIACA's messages, gain industry-wide recognition, attract new members and generate revenues.
 - Establish a solid partnership strategy for the benefits of TIACA and its members
 - Establish sound working relationships and cooperative arrangements with relevant organizations at international, regional and local levels.
 - Follow-up closely on the execution of terms of agreed partnerships on both sides
 - Follow through on Board actions and requests for information
- **Represent the Association:**
 - Serve as TIACA's representative and media contact or spokesperson
 - Represent TIACA at Air Cargo events and towards other organizations.
 - Coordinate communication with Executive Committee and PR Agency
 - Represent and advocate on behalf of TIACA when called upon by the Board or in the best interest of the Association

Core Responsibilities

1. Strategic Leadership

- Develops and implements the long-term strategy
- Translates vision into concrete objectives and KPIs
- Ensures alignment between mission, market position, and financial feasibility
- Anticipates external developments (market, political, regulatory)

2. Financial Accountability

- Ultimately responsible for P&L, budget, annual accounts, and liquidity
- Focuses on profitability, cost control, and sustainable growth
- Makes investment decisions and evaluates business cases
- Acts as a sparring partner for the CFO/finance function and supervisors
- Ensures transparent and reliable reporting

3. Ambassadorship & External Relations

- Represents the organization to stakeholders, partners, and financiers
- Maintains and builds strategic relationships at the executive level
- Serves as the organization's figurehead (public, network, media where relevant)



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TIACA Staff

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- Knows how to align interests and create support

Compensation

The Director General serves with compensation, set by the Executive Committee, and approved by the Board. Compensation will be competitive and commensurate with qualifications and international association leadership experience.