

AMERICAN NATIONAL RED CROSS
BOARD OF GOVERNORS

CHIEF EXECUTIVE OFFICER
POSITION DESCRIPTION

Reports To: The Chief Executive Officer (the “CEO”) is appointed by and reports to the Board of Governors (the “Board”). The Board supervises the CEO who serves the American Red Cross (the “Red Cross” or “Corporation”) at the pleasure of the Board.

Direct Reports: The CEO manages the senior executive team, including the officers of the Corporation (other than the Chairman of the Board of Governors) who, at the CEO’s direction, have responsibility for conducting the business and affairs of the Corporation.

Position Summary: The CEO shall have overall accountability, responsibility and authority for the management of the business and affairs of the Corporation in accordance with the strategic plan and objectives adopted and approved by the Board and subject to oversight by the Board. The CEO shall cause the organization to meet the requirements of the donors, recipients of Red Cross services, and to comply with applicable laws and regulations.

Specific Roles and Responsibilities:

The CEO is responsible for:

- Developing the strategic direction of the Corporation and obtaining the approval of the Board, implementing and ensuring its effective operations, and keeping the Board informed in a timely manner of the progress of the Corporation on the achievement of or material deviations from the strategic goals.
- Developing the Corporation’s annual business plan and obtaining the approval of the Board, including the financial and budget requirements to achieve that plan and for delivery of results against that plan.
- Instituting transparency in Red Cross operations to engender public trust in financial stewardship and to provide the highest level of service to the public.
- Assuring the accuracy and integrity of the Corporation’s financial information, reporting and disclosure requirements, internal controls and management information systems.
- Complying with applicable legal, regulatory, ethical, Red Cross Code of Business Ethics and Conduct, and other corporate compliance requirements.

- Designing appropriate systems and controls to identify, and mitigating the principal business, financial, compliance, reputational and other significant risks facing the Corporation.
- Transforming the corporate culture to be characterized by compliance, ethics, and integrity in service performance and the entrepreneurial activities of a volunteer led organization.
- Managing business operations and service delivery in the Corporation's key lines of business to meet the strategic goals and objectives of the Corporation.
- Supervising, evaluating the performance and recommending the compensation of the senior executive team in concert with IRS requirements for non-profit organizations.
- Partnering with diverse communities to establish an inclusive organizational culture.
- Transforming the blood management system to focus on quality, standardization and safety in compliance with FDA requirements and the Amended Consent Decree.
- Transforming the corporate offices and lines of business to focus on quality, standardization and systems improvements.
- Establishing effective fundraising programs and initiatives for corporate, government, and individual donors and instituting proper organizational stewardship of these gifts.
- Speaking for the Corporation to enhance the Corporation's public image and reputation, and strengthening and protecting the American Red Cross brand.
- Partnering with national societies and leaders within the International Red Cross and Red Crescent Movement.