



Virginia Association of Community Banks

President and Chief Executive Officer

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Position Overview

The Virginia Association of Community Banks (VACB), a state association representing community banks in Virginia, seeks an innovative President and Chief Executive Officer (CEO) to lead the organization.

VACB's next CEO will serve as a partner to the Board of Directors, providing both the strategic mindset and managerial expertise needed to meet the expanding needs and expectations of members. VACB promotes independent community banking through undiluted advocacy, targeted education, and quality collaboration for its 57 member banks and 64 affiliated companies. The CEO will oversee operational activities, support, and empower a staff of 2, and manage/grow the current budget of \$700,000.

As the face of VACB and as its chief lobbyist, the CEO will be expected to have the dynamism, confidence and presence needed to maintain close relationships with important allies and stakeholders, and advocate effectively on behalf of VACB. VACB is headquartered in Richmond, VA.

Key Responsibilities

Advocacy and Relationship Building

- Promotes the visibility of Virginia community banks with the public, government officials, related industry, strategic allies, and other stakeholder organizations while staying informed and up to date in policy and regulatory matters facing community banks.
- Represents VACB to key stakeholders to enhance VACB's public image, in conjunction with the Chair and the Board.
- Acts as a key spokesperson for VACB, in collaboration with the Chair, contributing to a positive external reputation.
- Interacts with community bank leaders to understand their needs, maximize engagement, and promote member satisfaction.
- Leads policy advocacy, lobbying efforts, and oversees research, media outreach, legislative education, and member engagement in the policy process.
- Manages alliances and relationships with other organizations that support advocacy efforts including the ICBA as well as related state organizations.

Strategy Development and Execution

- Provides forward-thinking leadership in the development and execution of organizational strategy.
- Advances a clear vision for VACB and implements the strategic plan.
- Creates, seeks Board approval for, and implements an annual plan of work and budget that will achieve established goals and promote the future relevancy of VACB.
- Identifies new opportunities and/or challenges and recommends action to the Board of Directors to position the organization to sustainably grow and thrive.
- Secures grants as well as sponsorships for projects, programs, and activities that are consistent with VACB's objectives.

Governance

- Engages and works in collaboration with the Board of Directors on matters of governance, mission, vision, and strategy.
- Works with the Chair to develop Board of Directors meeting content and agendas, leadership orientation, and governance activities.
- Actively assists the Board of Directors in identifying key emerging issues and implementing future direction as established by the Board.
- Provides expertise and guidance in the governance of a non-profit organization.
- Maintains awareness of governance, legal, and financial reporting requirements for non-profit organizations and provides guidance to the Board of Directors.
- Provides communications to the Board of Directors, keeping them informed of key activities as well as the condition and operations of VACB.

Association Operations

- Directs the operational activities of VACB, ensuring that the organization is capably staffed and effectively organized to meet or exceed established goals.
- Ensures the organization's fiscal health, integrity, and compliance with applicable laws, working in conjunction with the professional advisors to the Board of Directors including the pro-bono counsel, the external accountant, and the external auditor.
- Diversifies revenue streams by developing, implementing, and marketing new programs, products, and services.
- Develops, implements, and effectively manages VACB's annual budget and plan of work.
- Leads and continues to develop the organization's staff; inspires and empowers staff in their roles.
- Cultivates collaboration and fosters a culture of integrity, teamwork, transparency, and results, to ensure staff are engaged and functioning at an efficient, effective, and progressive level.
- Maintains an understanding of legal issues in the management of non-profit organizations and ensures legal compliance and appropriate risk management.
- Executes contracts, agreements, and commitments for and on behalf of VACB.
- Serves as executive publisher of the association's quarterly magazine, monthly e-newsletter, and other branded communications, through the direction of senior staff.
- Plans and executes the annual convention, through the direction of senior staff, maintaining its stature as the association's premier conference, delivering outstanding attendee experiences and achieving budget targets.
- Produces other education sessions and meetings as scheduled, through the direction of senior staff, delivering outstanding attendee experiences and achieving budget targets.
- Develops and manages relationships with sponsors, partners, advertisers, strategic allies, and others, offering innovative solutions for additional revenue generation.
- Ensures policies and procedures are up to date and in compliance with applicable federal and state laws.

Membership

- Drives the plan to increase the recruitment of new members.
- Encourages member engagement by strengthening VACB's relevance for members, improving communication, building enthusiasm, and enhancing members resources.
- Interacts with the member banks to understand their needs, maximize engagement, and enhance member satisfaction.
- Creates a culture that promotes and supports membership involvement, through volunteering for committee lead roles and other opportunities.

Qualifications and Experience

- A minimum of 5 years of senior-level executive management experience.
- Experience working in a banking environment and/or trade association.
- Knowledge of finance, budgeting, marketing, and non-profit governance.
- Strong advocacy experience at the state and federal level.
- Political savvy, including experience dealing with a competitive association and advocacy environment.
- Experience generating non-dues revenue.
- Strong communication skills including but not limited to verbal, written, public speaking, and listening with the ability to communicate complex concepts and issues.
- A proven team builder with a staff management style that mentors, develops, leverages, and values all members of a team.
- Experience in developing the strategy that drives an organization's membership engagement, including focusing on ensuring that the members see value in an organization.
- Entrepreneurial mindset and experience in creating a more significant impact with available resources.
- Proven experience in strategic planning, setting annual goals, execution, and accountability for results.
- Certification in association management preferred.

Measures of Success

Specifics regarding measures of success, including metrics, will ultimately be agreed upon by the CEO and the Board of Directors, but at the end of the CEO's first year, they should expect the following:

- An understanding of the working of VACB as well as the challenges and opportunities facing community banks. Engagement with the Board of Directors to review the current strategic plan and objectives.
- Established relationships with the Board of Directors, key stakeholders, legislators, regulators, sponsors, and member banks.
- A developed plan to diversify revenue streams.
- An increase in the number of new members joining the organization.
- The fostering of an organizational culture that is welcoming to all, member centric and where transparent communication is valued.

Organizational Overview

Virginia Association of Community Banks promotes independent community banking through undiluted advocacy, targeted education, and quality collaboration for its 57 member banks and 64 affiliated companies. The association currently provides comprehensive education on banking compliance, regulation, and operations through live and virtual seminars. Its programs help members compete and achieve operational efficiency.

Mission

UNDILUTED ADVOCACY. TARGETED EDUCATION. QUALITY COLLABORATION.

Web Presence

Web: <https://www.vacb.org>

Vetted Solutions

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