



Vice President Job Description

Reporting to the VRGA President, the Vice President will play an integral part of all aspects of the association, including in the government affairs representation of the association's members, membership participation through active outreach, communications and event management. The Vice President will also assist in the financial management, and carry out the organization's mission according to the strategic direction of the Board of Directors.

The Vice President will understand, or show a willingness to quickly learn, current trends in the retail, food retail and food manufacturing industries. You will establish and maintain essential relationships with local communities, statewide officers, and other association partners, etc.

Key Responsibilities:

Advocacy and Public Relations:

- Assist in representing the association in front of government agencies, policymakers, industry stakeholders, and the public.
- Develop and maintain strong relationships with key influencers, partners, and collaborators to advance the association's advocacy efforts and promote its interests.

Membership Engagement:

- Foster and maintain a strong sense of community and engagement among the association's diverse membership, ensuring their needs and concerns are addressed.
- Develop and implement strategies for retention of existing members and recruitment and cultivation of new members, including the creation of new member benefits and regular solicitation of member feedback.
- Plan and execute membership events from fundraisers, legislative update calls, and continuing education programs.

Program Development and Implementation:

- Lead the development and execution of programs, events, and initiatives that align with the association's mission and strategic objectives.
- Maintain awareness of competitors, expansion opportunities, members, and new industry developments and standards.
- Collaborate with staff and committees to create educational, networking, and professional development opportunities for members.

Collaboration and Partnerships:

- Cultivate and maintain partnerships with organizations, institutions, and businesses that share common goals with the association.
- Identify opportunities for collaborative efforts that enhance the association's reach and influence.

Board Governance and Support:

- Work closely with the board of directors to provide guidance, support, and information necessary for effective governance and decision-making.
- Assist in the recruitment, orientation, and development of board members to ensure a diverse and skilled leadership team.

Financial Stewardship:

- Assisting in managing the company's finances, identifying ways to increase revenue and decrease costs, analyzing financial reports, and preparing operating budgets.
- Explore and pursue funding opportunities, grants, and sponsorships to support the association's initiatives.

The best candidate will have:

- Strong understanding of the state's political landscape, government structure, and industry landscape.
- Proven track record in strategic planning, advocacy, and partnership development.
- Exceptional communication, public speaking, and interpersonal skills.
- Demonstrated ability to inspire, motivate, and lead a diverse team.
- Experience in financial management, budgeting, and fundraising.
- Proficiency in technology and digital platforms relevant to association management.