

EXECUTIVE POSITION PROFILE

Vice President, Member Relations Officer Remote Location-Flexible Position



This search is being conducted by:

VettedSolutions

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I. Opportunity

About ICBA

The Independent Community Bankers of America®, the nation's voice for more than 5,800 community banks of all sizes and charter types, is dedicated exclusively to representing the interests of the community banking industry and its membership through effective advocacy, best-in-class education and high-quality products and services. With 52,000 locations nationwide, community banks employ 760,000 Americans, hold \$4.7 trillion in assets, \$3.7 trillion in deposits, and \$3.2 trillion in loans to consumers, small businesses, and the agricultural community

One Mission: To create and promote an environment where community banks flourish.

Position Summary

The Member Relationship Officer (MRO) is responsible for developing mutually beneficial member relationships that help ICBA fulfill its mission. The Member Relations Officer, in conjunction with the EVP of Member Relations, develops member acquisition and engagement strategies that efficiently drive bottom line results for the community bank and the association. The MRO is also responsible for building and maintaining strong customer relationships with all community banks in his or her territory while seeking to improve membership engagement through product and service usage. **Note: This is a remote, location-flexible position.**

Duties & Responsibilities

- Prospect, develop and close new member relationships. Articulate the ICBA value proposition to eligible community banks of all sizes.
- Suggest appropriate product recommendations to existing and prospective members.
- Communicate regularly with existing and prospective members regarding educational and networking opportunities provided by ICBA and its subsidiaries.
- Build and manage a business development pipeline of prospective members and best customers.
- Attend and represent ICBA at state and regional functions in designated territories as directed.

- Stay abreast of current trends, ICBA advocacy initiatives/efforts and industry issues. Act on information as appropriate.
- Document all member and non-member interaction, including phone, email, letters, or in-person contact, in the ICBA CRM system.
- Maximize use of technology to communicate and engage community banks to nurture and develop meaningful relationships.

Qualifications

- Bachelor's degree in business, finance or related field required.
- 10+ years of business development and account management experience.
- A proven track record of successful selling/closing deals while maintaining good working relationships is critical.
- Working understanding of bank operations, financial statements and overall balance sheet.
- Previous sales and relationship management experience within a financial services or similar environment.
- Excellent interpersonal and negotiating skills and strong relationship building skills, including the ability to go the extra mile for the customer and the desire to exceed expectations.
- IT proficiency: CRM and Microsoft Office.
- Ability to travel 60-70 percent of the time.

II. Organizational Review

Officers & Directors

Group Executive Vice President, Member Engagement & Strategy

Chris Lorence, Washington, DC

Executive Vice President, Member Relations

John McNair, Pennsylvania

Senior Vice President, Membership Account Manager

David Hibbs, Iowa

Senior Vice President, Member Relations

David Moore, Georgia

Vice President, Member Relations

Loughlin Cleary, Massachusetts

Vice President, Member Relations

Tim Daly, Indiana

Vice President, Member Relations

Brandy Smallbrock, Minnesota

Senior Vice President, Member Relations

Chip Lynch, Texas

Director, Member Relations

Leah Edwards

Web Presence

www.icba.org

III. About Vetted Solutions

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

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