

# EXECUTIVE POSITION PROFILE

## Senior Vice President, Member & Chapter Relations Washington D.C.



**Women in Cable  
Telecommunications<sup>SM</sup>**

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This search is being conducted by:

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# I. Summary

With more than 10,000 members, Women in Cable Telecommunications (WICT) is the largest and oldest organization serving women in cable media. Since WICT's creation in 1979, the mission has been to create women leaders who transform the industry, through highly acclaimed training and development programs.

The Senior Vice President (SVP), Membership & Chapter Development oversees the membership and chapter services functions at WICT. The primary responsibility of the SVP is to provide the vision and leadership necessary to support the core business strategies and mission of the membership department.

The SVP is responsible for directing the strategic growth of WICT's membership and guiding the success of the organization's 23 domestic and international chapters. This individual will serve as the department leader, directing the members of chapter teams in setting goals, instituting policies, memorializing practices and enhancing the overall face-to-face connections between WICT's global office and its industry stakeholders.

## Professional Experience and Qualifications

- 10+ years of experience required in member and/or chapter leadership in a non-profit, member-driven organization.
- Operational skills required to lead a team and improve processes.
- Superior verbal and written communication skills.
- An interest in women's leadership issues is highly beneficial.
- Extensive travel and public speaking will be required.
- Ability to converse in Spanish is required.

## Key Responsibilities

### Chapter Relations & Development

- Develops long- and short-term strategies and goals to strengthen and grow the membership and chapter network.
- Oversees the ongoing refinement of the Chapter Business Plan.
- Travels to chapter events and meetings to serve as WICT's ambassador articulating WICT's mission and membership benefits to its members and prospects.
- Sustains positive relations between individual chapters and the national organization.
- Identifies needs and areas for chapter expansion.

### Membership Services

- Serves as a spokesperson for WICT member benefits.
- Analyzes and interprets data to look for trends in the membership and articulates the need for specific membership recruitment and retention strategies.
- Sets realistic goals for obtaining new members and a strategy that targets high-potential candidates.
- Envisions membership marketing campaigns in conjunction with the marketing and communications team.
- Ensures that messages are delivered consistently to targeted audiences in a manner that is consistent with the WICT brand.
- Monitors developments and trends in the industry that may impact WICT membership goals and local chapter activities.

### Miscellaneous

- Creates a vision for the department and ensures it is staffed to realize its goals.
- Works across department lines to create collaborative approaches to increasing membership growth and retention.
- Oversees departmental staff in membership and chapter services.
- Creates annual budget based on department needs and goals.
- Travels as needed to ensure high-touch and routine presence among stakeholders.

## II. Organization Overview

### About WICT

Headquartered in Washington, DC and 23 chapters in the United States, Latin America, and the United Kingdom, WICT's mission is to create women leaders who transform the industry. It does this by providing unparalleled professional development programs, commissioning original gender research, and supporting a B2B network that helps advance women. For nearly 40 years, WICT has partnered with cable and technology companies to help build a more robust pipeline of women leaders. Founded in 1979, and now over 10,000 members strong, WICT is the largest and oldest professional association serving women in cable media. The organization has 14 staff in the DC office and a budget around \$9 million.

WICT embraces a spirit of collaboration within its organization and throughout the industry. It partners with cable and telecommunications industry leaders to provide leadership programs and services, and challenges these companies to create professional advancement opportunities for women on a local and global level.

### WICT Membership

WICT membership provides:

- Connections to leaders who will teach, mentor and inspire.
- Unparalleled access to the top women in cable.
- Nationally recognized leadership training & development programs.
- Fellowship and scholarship opportunities to WICT's renowned programs and events.
- Industry advocacy and original research through the WICT *PAR Initiative*.
- Professional development opportunities at the local level through WICT's chapters.

There are four levels of WICT membership, based on career level.

- **EXECUTIVE:** Members are typically senior management professionals in director-level and higher positions. *Benefits include:* At the global level, Executive Members are offered exclusive access to a distance-learning program designed expressly for high-level executives. Locally, chapters hold various live and electronic programs just for executive members. Also at the local level, these members may vote in chapter elections and can hold chapter board positions.
- **REGULAR:** Members generally hold mid-level or supervisory positions. *Benefits include:* Value-added free webinars, mid-level level programs and targeted messaging geared toward your career level, and more. At the local level, these members may vote in chapter elections and can hold chapter board positions.
- **ENTRY:** Members occupy non-salaried (hourly) positions with no supervisory or direct budgetary responsibilities and less than two years' experience in any facet of the cable telecommunications industry. After two years at this level, Entry Level members will be automatically upgraded to Regular Level. *Benefits include:* Value-added free webinars, entry-level programs and targeted messaging geared toward your career level. At the local level, these members are not eligible to vote in chapter elections and cannot serve on the chapter board.
- **STUDENT:** Members are full-time students currently earning 6 credit hours at graduate level or 12 credit hours at undergraduate level. Students are required to provide current proof of enrollment along with expected year of graduation. Student membership can be renewed for a maximum of 4 years at this level. After 4 years, students are automatically upgraded to Entry Level. *Benefits include:* The same benefits as entry-level members, with the added value of opportunities to network and build relationships for future

opportunities, student mentoring programs through the local chapters, and more. Student members are not eligible to vote in chapter elections and cannot serve on the chapter board.

## WICT Touchstones of Leadership

The WICT Touchstones of Leadership form the foundation for all of WICT's initiatives. They serve as the organization's compass for strategic and effective leadership development. Members are encouraged to leverage the WICT Touchstones as a motivational tool and Chapters to look to the Touchstones as the basis for their local program offerings.

- **KNOW YOURSELF and what you stand for and where you are headed.** You must understand who you are before you can decide who you want to be. Take stock of your strengths and weaknesses, and understand your limitations. Set realistic goals for yourself, keeping in mind that a balance between work and life makes for a healthy leader. Maintain your own morals, values and ethics, so you can hold yourself to the high standards you set. Unleash the leader within you, taking control of your career and steering it in the precise direction you want to go.
- **COMMUNICATE with passion and poise, in writing and in-person.** The strongest communicators do more than just talk. Aspire to deliver a speech powerful enough to inspire an entire auditorium or to put pen to paper in such a way that others can be rallied into action through the power of your words. Learn to negotiate for the best possible outcomes with both logic and compassion. The ability to do all this will make you a communicator who embodies conviction and passion — qualities a great leader needs to succeed.
- **LISTEN with more than just your ears.** Strive to be an active listener who processes what is being conveyed and learn from people through their words. It is by listening with your heart, as well as your head, that you will build lasting relationships strengthening your cohort and helping others around you to grow along the way.
- **CONNECT to your peers, your industry, and everything around you.** You cannot move forward without a keen understanding of your network — the people you work with and the industry you work in. Immerse yourself in the economics and business practices that affect your company, clients, and colleagues. Keep your ear to the ground. Be aware of your competition and gain the upper hand. Build a support system for yourself and those within your community. Great leaders get connected and stay connected, using every ounce of information to their advantage.
- **BE A CATALYST and set the wheels of change in motion.** Progress is never made by standing still or by relying on the same old ideas. As a leader you must push the envelope to transform our industry with innovative concepts that are bigger and better than ever before. Take initiative. Raise the bar. Demand equality on all fronts and embrace diversity. Above all, never accept less respect than you offer others, because change can only take hold if it is grounded in respect.
- **BE FEARLESS and confident in your convictions as you take risks and bring others along.** To be a great leader, look fear in the eye and turn it to your advantage as the force driving you into uncharted territory. Use the adrenaline to keep climbing the corporate ladder. Don't surrender or retreat. Commit to your vision and believe in it above everything else. Others will sense your conviction and be willing to follow — without fear.
- **INSPIRE and others will follow.** Rally those around you to support your vision. Be a mentor, a guide, and a role model — one who learns from what she teaches. Help those around you achieve their full potential with a helping hand that paves the way for future leaders. Be dynamic and strong, and you will inspire others to embrace your vision as the one they want to be part of, and the one they choose to follow.

## WICT Headquarters

Women in Cable Telecommunications  
2000 K Street, NW  
Suite 350  
Washington, DC 20006

## Web Presence

[www.wict.org](http://www.wict.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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