

# EXECUTIVE POSITION PROFILE

## Senior Vice President, Educational Content

Washington D.C.

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

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This search is being conducted by:

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# I. Position Description

**Women in Cable Telecommunications (WICT)** is a dynamic diversity organization that develops women leaders who transform the media industry. Based in Washington, DC, we operate under the core philosophy that advancing the position and influence of women through proven leadership development programs and services enriches companies and our industry overall.

The Senior Vice President of Educational Content leads the Educational Programs department and is a member of the Senior Management Team. You will be responsible for leading the delivery of WICT's suite of programs consisting of more than a dozen professional training programs and two conferences annually. You will oversee the work of three staff members to successfully achieve department and organization goals.

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## Requirements

- This is a senior level, strategic position for someone with at least 10 years' experience leading a team to develop and implement training and development programs with special emphasis on leadership development programs.
- Executive presence and communication skills to work effectively with committees, speakers, staff and volunteers on the design, development, and execution of profitable, quality conferences, training programs, online learning, meetings and other initiatives related to education and professional development that attendees, members and companies value and support.
- Excellent planning skills related to setting and meeting current and long-term strategic goals linked to educational programs, ensuring the highest standards for content and delivery are consistently met.
- Strength in setting educational program revenue goals and working with Senior Management Team in the creation of the education budget; meeting approved budget and goals.
- Expertise in strategic thinking, time management, budget management and project management skills.
- Extensive travel and public speaking.

## Additional Skills

- College degree is required. Master's Degree in a relevant field is preferred.
- Excellent verbal/written communications. An interest in women's leadership issues is highly beneficial.
- A balanced blend of strategic and operational skills.
- Strong work ethic and high energy level.
- Self-starter; ability to teach and willing to learn.
- Ability to work closely and communicate easily with an existing small, core management team.
- Committed to an open and positive work environment.
- Thrive and adapt to a changing work environment. Flexible and nimble in response to adversity.
- Comfortable in both formal and informal environments where teamwork, accessibility, and pragmatism are emphasized.

## Personality and Behavioral Traits

- You love television.
- You are an inspiring leader who compels your team to strive for success.

- You like wearing multiple hats and thrive in a rapid paced environment that constantly evolves and presents new and exciting challenges.
- You want to become an expert in whatever you set your mind to.
- You are constantly reading, listening and watching the world around you for inspiration and guidance.
- You seek answers to problems and do not hesitate to roll up your sleeves and dig in when needed.

## Responsibilities

This position is expected to lead the development and management of program offerings from concept through completion for annual conference and workshops.

- Oversee all other national educational programs including skill-based leadership training programs and webinars.
- Lead and contribute to cross functional teams to ensure success of programs (working very closely with business development, events management, marketing, industry relations and finance).
- Manage the conference committee, identify topics, select and manage speakers, and create the program elements.
- Scan the environment and stakeholder needs to provide competitive delivery and content strategies for suite of educational programs.
- Develop, manage and coach the programming staff including VP, Educational Programs; Director, Programs and Education; and Program Coordinator.
- Ensure ongoing program excellence, including development and maintenance of program evaluation tools and processes, and refinement or replacement of content or delivery methods when necessary.

- Develop and maintain collaborative relationships with internal and external stakeholders and content leaders.
- Collaborate with fundraising team on development of grant requests, internal grant administration, and grant reporting.

## Additional Information

Working for WICT comes with its own set of expectations – whether it’s the work we produce or the culture that we embody, we rely on one another to deliver. That means we show up every day caring about the lives we impact through our educational offerings and professional development opportunities. It means knowing when we can do better, when we need to learn more, when we need to lean on our team for ideas and answers, and knowing when we need to step up. We don’t expect perfection, we expect awareness and commitment.

We believe in the ever-changing, the ever-evolving and the ever-growing – both for our constituents and for each of our team members. Our culture is collaborative and cross-departmental with real-time feedback. It may not be for everyone, but those who appreciate such a work environment thrive here. Individual responsibilities may be modified from time to time as our industry shifts and evolves.

We are passionate about growing an open, respectful culture that fosters the professional goals and personal development of each team member. This means everyone is comfortable giving and receiving direct communication about what is going well, and where there is room for improvement. From there, we are better employees and our constituents are better served.

## II. Organization Review

### About WICT

Headquartered in Washington, DC and 24 chapters in the United States, Latin America, the European Union, 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 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 16 staff in the DC office and a budget around \$7 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 Education Programs & Events

Whatever your level of membership or position within your company, there's a professional development program designed for your immediate needs and long-term goals. WICT's training and development programs are offered in various learning styles, from the small-group setting of the Executive Development Series to yearlong training during the Betsy Magness Leadership Institute to one-to-one mentoring/coaching formats through WICT chapters.

Learn more about training programs WICT offers:

- Betsy Magness Graduate Institute – Exclusively for BMLI Alumnae
- Betsy Magness Leadership Institute
- Executive Development Series

- Leadership Conference
- Rising Leaders Program
- Senior Executive Summit
- Signature Luncheon
- Tech It Out
- Touchstones Luncheon
- Webinars
- Women's TechConnect

#### **Betsy Magness Graduate Institute — Exclusively for BMLI Alumnae**

**The Future Workplace – Collaborate. Innovate. Automate.** Developed in partnership with the Center for Creative Leadership (CCL), the Betsy Magness Graduate Institute is one and a half days of focused instruction and discussion on key management challenges and opportunities for today's senior leaders.

#### **Betsy Magness Leadership Institute**

**Strong Leadership in the Midst of Constant Change.** The most effective leaders are those who skillfully navigate their environment, and in the process, help define it. The Betsy Magness Leadership Institute (BMLI) is designed to elevate women leaders in the cable and telecommunications industry. Structured introspection, grappling with universal professional challenges and the opportunity to shift perspectives within an empowering learning community enables fellows to make the transition from effective managers to enduring leaders. By making genuine connections within their class, fellows emerge with a committed passion to share what they've learned with their teams, companies and the industry as a whole.

#### **Executive Development Series (EDS)**

The Executive Development Series (EDS) is designed to help mid-career professionals build skills that are critical to effectively delivering results

within their organizations, with a focus on mastering competencies vital to success at the director and VP level. The two seminars of the series, *Leading with Power and Authenticity* and *Executive Leadership Presence*, may be taken in any order.

### **WICT Leadership Conference**

The WICT Leadership Conference is a top-ranking leadership development program for media professionals at all levels in their career journey. Participants are immersed in sessions that are designed to impact career development and enhance business acumen.

### **WICT's Rising Leaders Program**

WICT's Rising Leaders Program (RLP) is designed for industry professionals at the manager and director level who have demonstrated their potential and their desire for leadership and career advancement. During this intensive immersion program, participants take part in leadership analysis and case study work while expanding their cable business acumen.

### **Senior Executive Summit**

Presented in partnership with the Stanford Graduate School of Business, the WICT Senior Executive Summit (SES) debuted in March 2013 to enthusiastic reviews from the inaugural class and has since offered unique and equally compelling educational experiences.

Designed exclusively for the cable industry's top-ranking women executives, this master class immersion program combines the power of WICT's proven leadership development programs with the excellence of Stanford's top-rated business school.

The invitation-only program is hosted on campus at the Knight Management Center at Stanford University in Palo Alto, CA.

### **Tech It Out**

WICT's Tech It Out Initiative premiered in 2009 with the goal of creating strong women leaders in

technology, while also raising awareness about the vast opportunities for women in the tech fields within our industry. A growing body of research shows that strengthening gender diversity fosters innovation and improves the bottom line. Programs like Tech It Out give our stakeholders tools they need to keep pace with the latest advances in technology while connecting them with industry leaders and pioneers.

### **Webinars**

Through WICT's virtual learning environment, you will gain an understanding of the industry's most challenging issues and develop or enhance your professional competencies. You will attend a presentation on a targeted issue, interact live with industry peers and be able to ask questions in real-time from recognized subject matter experts.

### **Women's TechConnect**

The Women's TechConnect Initiative is designed in partnership with *Women in Technology* honorees, WICT and SCTE to provide a mentoring relationship between senior and rising cable technology professionals to help educate and retain women in the technology fields of the cable industry.

## **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

WICT has retained Vetted Solutions to serve as its partner for this search. For confidential consideration, please contact the search partners below. Interested candidates should submit a cover letter and resume/CV directly to [kristan@vettedolutions.com](mailto:kristan@vettedolutions.com).



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