



## **POSITION SPECIFICATION**

**POSITION TITLE:** Executive Director

**REPORTING TO:** Board of Directors

**LOCATION:** Cheyenne, WY preferred (Will consider candidates residing in Wyoming with ability to travel to Cheyenne as required)

**THE ORGANIZATION:** *Wyoming Bankers Association*

The Wyoming Bankers Association (WBA) has been the voice of Wyoming's banking industry for over 100 years.

The Wyoming Bankers Association is the professional and trade association for Wyoming's commercial and savings banks. Established in 1908, the Wyoming Bankers Association serves, represents and advocates the interests of its members, enhancing their ability to be preeminent providers of financial services. Through WBA, numbers of Wyoming bankers volunteer each year to serve on WBA boards, committees, task forces and take part in combating fiscal illiteracy by educating Wyoming's consumers.

The Wyoming Bankers Association's exists to assure and promote the continued strength of banking institutions throughout the state. Our goal of promoting the welfare of banks is accomplished through efforts such as state and federal political actions, communications, research, education, training programs, and communication with regulators.

The association constantly monitors the banking environment, watchful for new ideas and approaches to help Wyoming's financial institutions respond to an ever-changing environment. The WBA strives to respond quickly to events that impact its member institutions.

## **POSITION SUMMARY:**

The Executive Director will provide high profile lobbying, marketing, leadership, vision, and guidance for the Wyoming Bankers Association. The Executive Director will facilitate and lead staff and Board efforts to achieve the mission and goals of the WBA as approved by the Board of Directors. The Executive Director will demonstrate knowledge and expertise on the state and regional economy, political environment, and the opportunities and challenges to the growth and prosperity of the banking industry in Wyoming. The Executive Director will be a passionate advocate for driving the WBA to achieve standards of excellence and continued success.

## **SCOPE AND PRIMARY RESPONSIBILITIES:**

### *Advocacy of the Industry and the WBA:*

- Represent and promote the WBA in a variety of public forums, including with federal, state and local government elected leaders, partnering organizations and individual businesses. Meet at least quarterly with federal and state representatives for lobbying efforts.

- Regularly call on current and prospective members to ensure WBA provides valuable, cost effective, and accessible programs and services for Wyoming banks.
- Develop community, member, and political relationships to ensure all WBA members, elected officials, and the public are informed of the organization's activities, achievements, and role in the communities of Wyoming. Maximize relationships to identify opportunities to add value.
- Increase the exposure of the WBA through the effective use of public media. Oversee marketing messages and website content.

***Financial & Human Resources Management:***

- Oversee the general finances of the WBA including management of the association PAC.
- Management of the staff members of WBA.
- Secure additional business partnerships and endorsements and expand current relationships which further the mission and financial growth of WBA.

***Program Development and Management:***

- Maximize effectiveness of Contact Banker program, matching legislators with appropriate banker contact to work on important issues throughout the year.
- Responsible for planning, organizing, and execution of board and executive committee meetings with the Board Chair as well as staff support for all ancillary roles of the Board Chair.
- Align and coordinate the WBA with national and surrounding area state banking associations and affiliates to develop programs and sponsorships that are mutually beneficial.
- Evaluate WBA programs and services to determine relevance, value, and cost effectiveness.
- Communicate regularly to the Executive Committee and Board of Directors on WBA programs and activities, political issues and other issues relevant to the success of the organization.

**PREFERRED QUALIFICATIONS:**

- Experience in legislative practices, lobbying, and the ability to deal effectively with government leaders and legislators.
  - Strong leadership abilities, strategic thinking, and management skills. Management skills to include planning, budgeting, and people management.
  - Expertise in verbal and written communications skills, public relations, media relations, and social media.
  - Ability to cultivate relationships with key leaders in communities, banking organizations, business partners, and federal, state, and local elected officials.
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- Minimum of 8 years of senior level management experience which could include private industry, trade associations, economic development and/or related public sector or not-for-profit organizations. A strategic understanding and baseline knowledge of the banking industry and political dynamics within Wyoming is essential.
- Knowledgeable and proficient with current technology and ability to work independently.

**EDUCATION:**

Bachelor's degree in business, public relations, or related field is required.

**CONTACT INFORMATION:**

Send resume and letter of interest to:

WBA Executive Search Committee  
Wyoming Bankers Association  
PO Box 2190  
Cheyenne, WY 82003  
Fax: 307-638-5013  
Email: [cheryl@wyomingbankers.com](mailto:cheryl@wyomingbankers.com)