



**Volunteer Energy Cooperative**  
**POSITION OPENING NOTIFICATION**  
**(Internal/External Posting)**

**POSITION**

Vice President of Cooperative and Member Services

**POSTING DATE**

February 5, 2025

**DEPARTMENT**

Cooperative and Member Services

**LOCATION**

Corporate Office

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**SUMMARY**

The Vice President of Cooperative and Member Services is responsible for ensuring the delivery of exceptional service to members, the continuity of member experience across all work groups, and managing internal and external communications. This position is responsible for member services, communications and marketing, key accounts and external affairs, and member committees, meetings, and events. Works with management team to achieve Cooperative goals.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Manage, supervise, coordinate, and provide leadership to the cooperative's member services, new member experience, key account management, external affairs, internal and external communications, media and community relations, and business development processes.
- Supervise assigned staff by planning, organizing, directing, coordinating, and controlling work activities of team members, setting of individual performance goals, evaluating individual performance, recommending salary/wage adjustments, and training/development of team members' skills, knowledge, and abilities.
- Evaluate the efficacy and efficiency of all business processes and procedures in use by the Cooperative relative to the essential functions and responsibilities of the position. Evaluate industry's best practices regarding these processes and procedures and make changes, or recommend changes, where beneficial to the Cooperative. Research, evaluate, and implement new technologies and business practices necessary to efficiently provide service to the Cooperative's membership.
- Determine resource requirements to effectively and efficiently conduct assigned responsibilities, including but not limited to staffing, budget, materials, equipment, etc., and review with management staff as needed. Work within an established budget.
- Ensure goals, objectives, and work plans are aligned with and fully support Cooperative goals. Develop positive support among the department personnel for the Cooperative's programs and goals.
- Develop recommendations and provide management and the Board of Directors with information and advice on all aspects of member services and the experience members have with the Cooperative.

- Oversee all in-person and virtual member service. Actively develops and promotes programs affording members the ability to pursue support virtually and autonomously.
  - Oversee and promote organizational efforts to improve and maintain exemplary customer service consistent with the Cooperative's strategic goals.
  - Ensure continuity, clarity, and consistency in member, media, and internal communications. Maintain primary responsibility for community and media relations.
  - Plan and oversee member events including annual meetings, member appreciation events, voting and surveying.
  - Develop communications and promotional material for VEC Customer Share program.
  - Oversee internal and external communications.
  - Oversee key account management and business development.
  - Make recommendations to develop long-range plans to be presented by the President & CEO to Directors for consideration and appropriate action. Participate in management team meetings to develop future plans, confer on mutual problems, exchange information, and share in the determination and formulation of management policies and procedures.
  - Oversee the content and production monthly of the *Tennessee Magazine*, the annual report, the employee publication, *Hot Lines*, and other Cooperative brochures, and coordinate with the Communications/Public Relations Coordinator.
  - Coordinate economic development efforts through RUS, the Rural Economic Development Office in the cities and counties in the Cooperative service area.
  - Stay informed of legislation on the local, state, and national levels that would affect the Cooperative.
  - Oversee and assist as needed on updating the VEC webpage and social media accounts.
  - Promote, develop, and support a strong safety culture by actively participating in and organizing workplace safety programs.
- Perform other duties as assigned by the President & CEO.

## **JOB QUALIFICATIONS**

### **EDUCATION AND/OR EXPERIENCE**

#### **Prior to Entry:**

- Bachelor's Degree in Communication/Public Relations, Marketing or Business Administration
- 5+ years of related experience in a leadership role, preferably in the electric utility industry.

### **SKILLS AND ABILITIES**

- Excellent interpersonal skills, including oral and written communication, oral presentations, the ability to build strong working relationships, and the ability to interact positively with employees at all levels within the organization, VEC Board of Directors, and principally VEC members.
- Excellent management skills.
- Effective communication, problem-solving, organizational, and consulting skills.
- Strong leadership skills, including skill in motivating and inspiring staff, building cohesive teams, solving problems, and making sound decisions.
- Fosters a professional image by personally being visible and available to staff.

- Serves as a positive role model and displays a positive attitude. Inspires others.
- Valid driver's license.
- Ability to work independently with minimal guidance and supervision.
- Ability to manage diverse work functions while balancing and adjusting priorities in accordance with changing requirements.
- Ability to respond quickly and effectively to a rapidly changing work environment.
- Ability to understand personal and departmental roles in the bigger organizational picture, and to respond as an effective team member.
- Ability to work under pressure and stressful conditions.
- Ability to manage conflict with poise and professionalism.
- Ability to maintain confidentiality of sensitive information.
- Exhibit and promote the Seven Cooperative Principles.

## **WORK ENVIRONMENT**

*The following requirements are subject to possible modification to reasonably accommodate individuals with disabilities (some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees).*

- Work for extended periods in a stationary position while consistently grasping, moving, and manipulating documents, office supplies and other business materials.
- Use and operate a personal computer, office equipment and other devices frequently and consistently throughout each day with a high degree of skill, accuracy, and independent judgement.
- Work after normal working hours.
- Daily travel and overnight travel may be required.
- Visual acuity and manual dexterity to accurately enter and verify data into computer systems and databases.
- Listens and communications orally with employees, visitors, and members.
- Frequently sits, stands, and walks to enter data and to verify data to be entered.
- Frequently bends, stoops, squats, and lifts to retrieve supplies, files, etc.

## **SUPERVISION EXERCISED**

- Communications/Public Relations Coordinator
- Department Assistant
- Member Services Manager
- Director of External Affairs
  - Marketing and Key Accounts Coordinator
  - Energy Services Specialist
  - Grants and Funding Coordinator

(Note: This job description is not intended to be all-inclusive. VEC reserves the right to revise or change the job responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.)

(Volunteer Energy Cooperative is an Equal Opportunity Employer/Drug Free Workplace)

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, disability or veteran status. EOE/Drug Free Workplace

**If interested in applying, please email your resume, in pdf format, to [hrdepartment@vec.org](mailto:hrdepartment@vec.org) or by fax at (423) 334-7102, no later than Monday, March 3, 2025. If you are emailing your resume, please indicate the position you are applying for in the subject line of the email.**