



Virginia Dental
ASSOCIATION



Position Guide

Executive Director

www.vadental.org



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ASSOCIATION



POSITION: Executive Director

REPORTS TO: Board of Directors

LOCATION: Richmond, Virginia

MISSION

To promote the art and science of dentistry, to foster professional relationships among dentists; to represent the interests of the profession and the public which it serves; to elevate the standards and improve the methods of dental education; to promote the continuing education of the dental practitioner; to encourage the enactment and enforcement of dental laws; to enlighten and direct public education to oral health and advanced scientific dental service, and to foster adherence to ethical principles.

ABOUT THE VIRGINIA DENTAL ASSOCIATION

The VDA is a tripartite membership association whose members also belong to the American Dental Association (ADA) and one of the VDA's eight local component societies/associations. The VDA serves its members by facilitating advocacy and information exchange, by providing extensive resources for all career stages, and by fostering a strong sense of community.

The association functions as a sounding board for its members, a source for industry and market information, and as a coordinating and decision-making body for dealing with industry issues. The VDA helps develop, update, and maintain dental practice standards and works closely with the American Dental Association, the Virginia Board of Dentistry, as well as the Virginia General Assembly, the Governor of Virginia, the US Congress, and regulatory agencies to advocate policies that affect the livelihood of the dental profession and the patients who are served.

Nearly 150 years ago, the Virginia Dental Association was founded by a group of nine dentists committed to enhancing the professional lives of all members and to advancing oral health care for all Virginians. Over the years, the VDA has expanded its presence in the community and now has nearly 3,700 members representing a wide and diverse range of demographics. Nationally, more than 160,000 members from all 50 states, the District of Columbia and Puerto Rico are American Dental Association members.

VDA members benefit from online resources including business resources, clinical resources, dental benefit information, peer review options and leadership training, as well as social and networking forums to provide members with important insights into key issues and trends affecting the profession of dentistry.

The VDA is fortunate to have a dedicated and effective lobbying team which has successfully impacted legislation that affects dentists and patients.

VDA members have the opportunity to work collaboratively with the VDA Foundation to give back and volunteer with the highly regarded Mission of Mercy (MOM) program created by VDA's current Executive Director, Dr. Terry Dickinson. Mission of Mercy was launched in 2000 to provide high-quality dental care for underserved Virginians and operates mobile clinics in strategic locations across the state, providing preventive, restorative, and surgical dental treatments to more than 4,000 low-income individuals each year.

The VDA Foundation also runs the Donated Dental Services Program that provides comprehensive dental care to eligible seniors and people with disabilities. In addition, the Foundation functions as an umbrella for the numerous Give Kids a Smile education, screening, prevention and treatment programs held annually across the state, serving as a resource for these events, aggregating the results, and effectively communicating them to stakeholders.

The VDA Board of Directors is currently comprised of 19 highly professional and committed members of the industry, 6 of them being advisory (non-voting) members. The VDA has a staff of 6 paid full-time employees, 2 paid part-time employees and a marketing consultant, and an operating budget of approximately \$2.5 million.

THE OPPORTUNITY

The VDA has built a strong reputation and has been well known over the years for its commitment to giving back, its expertise on industry standards and trends, and its advocacy efforts for members and for the patients they serve.

The next Executive Director will have the opportunity to work with a motivated, professional and passionate Board, engaged members locally, statewide and nationally, and a committed staff to ensure that the VDA remains sustainable and continues to expand its presence. The Executive Director will facilitate efforts to transition the VDA to new levels of achievement through increased membership, member engagement, retention and education. Recognizing this critical moment, the Executive Director will have the opportunity to elevate the profile of the VDA into diverse markets and expand its stature through broader outreach.

POSITION SUMMARY

Reporting to the Board of Directors, the Executive Director is responsible for directing the operational activities of the association and supporting strategic and financial goals. The Executive Director works with the Board of Directors to develop a strategic

business plan, which is approved by the Board, while managing the day to day operations of the association. This includes planning, budget development and management, development of programs and events, and building and maintaining relationships that are key to VDA members, as well as having a vision for the near, medium and distant future, and to best position the VDA for this future. Performance will be highly weighted on adding membership value, establishing positive "personality" to the association and fostering a collaborative work environment with all staff.

CANDIDATE PROFILE

We seek a proven executive-level leader whose career in a comparable business enterprise has been noted by their ability to chart a path forward with exceptional communication skills and servant leadership style. This person must exhibit success in collaborating with and convening diverse stakeholders sharing common interests and values so that the tactics and strategic goals of the organization are pursued in a collegial, transparent and highly participatory manner. Direct experience in dentistry is not required, though general knowledge of the industry would be highly advantageous.

The successful candidate will have a proven record in building strategic advocacy and outreach efforts on behalf of an organization or association; a creative approach to marketing and branding, and a comfort level being the face of the organization. We seek a leader who can develop and support a team of professional employees through effective delegation, professional development and confident decision making. The qualified candidate will possess a high level of business and financial acumen.

This person should demonstrate an ability to both raise the profile of the VDA and to support the best interests of members. Experience working with stakeholders to build new business relationships, collaborative partnerships and expanded membership is highly desired. Along with these skills, some of the important personal attributes we seek include integrity, energy, trust, authenticity, strategic problem-solving, and a proactive and collaborative approach.

An undergraduate degree from an accredited college or university is required. An advanced degree is preferred. Demonstration of continuing professional education, accreditation in a professional field and/or board leadership at a local, state or national professional or trade association would be highly desirable.

To apply, please send a current resume and letter of introduction to Kittleman & Associates, LLC at <https://www.kittlemansearch.com/virginia-dental-association/>

For more information about VDA, visit www.vadental.org

VDA is an Equal Opportunity Employer