



Vice President of Fiscal Growth

The Vice President of Fiscal Growth shall lead organizational development, planning and execution and build market position by locating, developing, defining, negotiating and closing business relationships.

Duties include, but are not limited to:

- Shall attend all meetings of the Board of Directors
- Shall be responsible for the overall direction of the Association's fundraising activities including recommending fundraising, donor, and sponsorship policies to the Board of Directors
- Solicits volunteers to assist in the administration of those activities
- Provides content related to Association Fundraising activities and sponsor recognition for the Association website
- Reviews annual fundraising plan and posts on website no later than August 15th of each year
- Shall oversee, or act in the absence of, the Fundraising Coordinator (See Duties of Fundraising Coordinator see Section 8.1 of this Article)
- Shall be responsible for:
 - Establishing and implementing a PYHA sales plan
 - Coordinating media coverage of Association activities; to include but not limited to interviews, television spots, and photo coverage; represent the association in meetings and dealings with representatives of the media
 - Oversee and develop a sponsorship program to secure team sponsors, and will direct efforts to publicize hockey in the Hampton Roads Area
- Shall develop, create, compose and/or coordinate
 - all related external communications
 - marketing collateral
 - Prepare and distribute timely press releases as approved by the Board
- Shall adhere to the rules, regulations and guidelines recommended and set forth by USA Hockey and other sanctioned governing bodies with which the Association is affiliated in an effort to achieve a high level of member satisfaction
- Interfaces directly with the Vice President of Hockey Programming for
 - Identifying the financial resources needed, outside of fees generated by PYHA membership, and to
 - Research, identify and complete grant proposals to fund the development of a uniform hockey program to be used within the Association reflecting USA Hockey guidelines and recommendations
- Interfaces directly with the Vice President of Finance to
 - identify financial trends of PYHA and
 - assist the budget committee in forecasting during the annual budget process
- Interfaces directly with the Vice President of Membership Development