

VPM



Controller



Enriching the Lives of Virginians Since 1964

VPM is dedicated to enriching the lives of Virginians through informative, educational, and culturally engaging content. As a non-profit public media organization, VPM has a proud history dating back to 1964 and a strong commitment to serving the Commonwealth of Virginia. In 2019, VPM rebranded to better reflect its mission, which spans television, radio, and digital platforms.

VPM operates public television stations VPM PBS, VPM Plus, VPM PBS KIDS, lifestyle channel VPM Create and international program channel VPM WORLD, as well as Richmond public radio stations VPM News (88.9 FM) and VPM Music (107.3 FM, 93.1 FM and 88.9-HD2). In the Northern Neck (89.1 FM) and Southside Virginia (90.1 FM), listeners receive a combination of news and music.

Since 2021, VPM has operated [Style Weekly](#), a magazine centered on deeper arts and culture coverage and local storytelling. Learn more at [VPM.org](https://vpm.org) and on [Facebook](#), [TikTok](#), [Instagram](#) and several channels on [YouTube](#).

Strategic Financial Leader with a Passion for Operational Excellence and Team Development

The Controller is responsible for optimizing our financial processes, enhancing controls and compliance, modernizing systems, and providing clear, actionable financial insights to leadership. Reporting to the Chief Financial Officer, this position is for someone who thrives in a mission-focused environment. The Controller supervises the accounting team and is responsible for the accounting and financial reporting functions for VPM and its subsidiaries. This position establishes and ensures compliance with appropriate accounting and financial policies, procedures, and practices, and safeguards VPM's assets.

Key Responsibilities

Financial Strategy & Planning

- ❖ Partner with the CFO and organizational leadership to develop multi-year budgets, forecasts, and scenario analyses aligned with strategic goals
- ❖ Assist the CFO in developing, documenting, and ensuring compliance with accounting policies, procedures, controls, and best practices
- ❖ Attend VPM Finance and Audit Committee, and VPM and Foundation Board of Directors meetings

Financial Reporting & Analysis

- ❖ Provide monthly financial reports including:
 - ❖ Statement of Activities
 - ❖ Statement of Financial Position
 - ❖ Cash Flow Statement
 - ❖ Budget vs. Actual reports
- ❖ Compile daily and monthly internal management reports
- ❖ Assist CFO in presenting financial reports to committees and boards
- ❖ Review monthly income for proper coding in accordance with GAAP, FASB, GASB, etc.
- ❖ Prepare monthly federal and state financial reports
- ❖ Review and approve draft IRS Form 1099 at calendar year-end
- ❖ Assist in preparing VPM's and Foundation's annual IRS Form 990
- ❖ Review and ensure timely filing of Annual Financial Report (AFR)

The Position (Continued)



Leadership & Team Management

- ❖ Manage Accounting staff through training, coaching, mentoring, direction, and oversight
- ❖ Conduct annual performance evaluations for accounting team members
- ❖ Provide excellent vendor and staff support in a timely manner

Technology & Process Improvement

- ❖ Lead the adoption and integration of financial technologies to enhance automation, accuracy, and real-time reporting
- ❖ Streamline financial workflows to reduce manual work, improve data accuracy, and accelerate reporting cycles

Audit & Compliance

- ❖ Work with external auditors to provide data and support for annual audits
- ❖ Provide posting approvals and ensure compliance with internal controls
- ❖ Stay current on regulations, trends, and best practices, incorporating them into organizational solutions

Cash & Investment Management

- ❖ Oversee cash management and forecasting
- ❖ Manage investment data entry and gain/loss calculations for VPM and the Foundation

The Candidate



Qualifications

- ❖ Bachelor's degree in Accounting required; CPA or CFA designation preferred
- ❖ Minimum 8 years of progressive accounting experience, preferably in a not-for-profit environment; public broadcasting experience is a plus
- ❖ Demonstrated success in improving systems, streamlining operations, and leading financial technology implementations
- ❖ Proficient in accounting software and Microsoft Office applications, especially Excel
- ❖ Preferred experience with financial tools such as SAGE Intacct, Bill.com, and related platforms
- ❖ Excellent verbal and written communication skills, with the ability to lead teams and present to management and boards
- ❖ Proven ability to work collaboratively and respectfully with diverse constituencies
- ❖ Strong commitment to customer service and stakeholder satisfaction
- ❖ Exceptional organizational skills with strong attention to detail and accuracy
- ❖ Demonstrated ability to problem-solve, take initiative, and manage multiple priorities under tight deadlines
- ❖ Capable of self-management and influencing others to meet commitments

VPM

Applications accepted at
<https://driwaterstonehc.com/position/controller-vpm>

Location: Richmond, Virginia, some regional travel required

Compensation: \$130,000-\$140,000 annually + full benefits

Equal-opportunity employer:

VPM provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and professional development.

About DRiWaterstone

DRiWaterstone is a women-founded executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.