

Vice President Marketing Communications and Community Engagement

Position Description

Position Summary

The Vice President (V.P.), Marketing Communications and Community Engagement is responsible for (a) leading the communication of the Park's story to shareholders, partners, current and potential residents, elected officials, the general public and the press, and (b) targeting and engaging the community (within the campus and throughout the region) that is aligned with the Park's mission. This position is responsible for creating visibility for the Park as well as developing and sustaining partnerships with its many communities. This position will oversee the development, launch and coordination of marketing communication and community engagement strategies and programs that build upon the relationships that the Park has with its stakeholder organizations, key associations, and key influencers and will provide support to build new relationships.

The V.P., Marketing Communications and Community Engagement has frequent, routine internal contacts with the entire administrative staff and frequent, routine external contact with media outlets, business partners, government agencies, and the community. This position has access to sensitive Park information and is expected to handle such information with integrity and professionalism. This position has frequent, routine contact with the media, industry partners, local government officials, and members of the community and is expected to represent the Park in a professional manner.

The V.P., Marketing Communications and Community Engagement supervises the Senior Manager, Marketing & Media Relations, two community engagement program managers and assumes management responsibilities for the Marketing Communications and Community Engagement Department. This position will report to the President & Chief Executive Officer (CEO) and participate in department/company activities as necessary.

Essential Functions

- Design and implement communications strategies and programs which will support:
 1. the Park and its objectives
 2. Key Park community engagement programs and Real Estate leasing as well as new programs
 3. Placemaking initiatives
 4. Government Relations initiatives
 5. Fundraising from government and non-government sources

- Create and implement a media relations strategy to enhance the prestige and brand awareness of the Park locally, regionally and nationally.
- Work with development partner and appropriate Park personnel to develop and implement branding and marketing strategy for Future development sites
- Design and build a shareholder relationship program in which the Park actively partners with the public relations departments of the shareholder institutions.
- Design and build a regional partner relationship program in which the Park actively partners with the public relations departments of regional partners.
- Oversee the development and continuous effectiveness of the Park's Web site either directly or through partnership with outside vendors.
- Oversee the development and continuous effectiveness of a comprehensive social media strategy that highlights the Park and its activities
- Act as point-of-contact for external media requests and determine appropriate responses to effectively promote the Park's programs and communicate the Park's position in a positive manner.
- Partner with institutions housed in the Park to gain local visibility for them as examples of the innovative work of the Park.
- Manage and serve as the Park's point-of-contact with an external marketing and public relations firms as needed.
- Support the President & CEO with external speaking engagement preparation and Board of Directors communications as necessary.
- Lead the budget preparation process for the Marketing Communications and Community Engagement department and participate in the Park's overall budget preparation offering marketing and public relations perspective.
- Oversee the marketing, operations, budgeting and staff of community engagement programs
- Oversee the Park's sponsorship and/or participation in regional events as appropriate.
- Serve as staff liaison and participate as a member of the Community Engagement Committee.
- Represent the Park on external boards and committees.

Management Duties

1. Provide management of department and staff through independent judgment and decision-making.
2. Regularly direct the work of, schedule, and provide staff development opportunities and training to Marketing Communications and Community Engagement department staff.
3. Perform management functions for the department such as hiring, firing, performance evaluations, disciplinary counseling, salary recommendations, workload distribution, communication, recognition activities, and employee relations.
4. Participate in the development of a departmental budget as part of the organization's budget preparation process, and operate within budget limitations.

Non-Essential Functions

1. Attend relevant workshops as necessary to maintain professional and technical knowledge, certifications, and licensure.
2. Adheres to the Park's security guidelines and ensures the appropriate handling and use of equipment, tools, and sensitive information.
3. Facilitates and attends relevant staff meetings to promote communication and execution of goals and objectives.
4. Completes special projects specific to the function of the department or as needed for the department as directed by the President & CEO.
5. Other duties as assigned within the scope of position expectations.

Knowledge, Skills, and Abilities

- Ability to manage high-profile communication issues for a larger institution and ability to make sound judgments and counsel management in both day to day and highly pressurized circumstances.
- Solid understanding of regional, national, and global issues; broad experience with community development and relations, program development and economic development.
- Outstanding personal communicator with the stature and presence to represent the institution externally and act as a spokesperson if necessary. Understanding of media outlets and how they work.
- Strong ability to perform and knowledge of all forms of verbal and written communication to include editing and integration of electronic communication initiatives.
- In-depth knowledge and understanding of marketing, public relations, and development strategies and ability to align these strategies with business objectives.
- Demonstrated ability to manage the execution and completion of complex strategic goals and objectives.
- Knowledge of budgetary forecasting and management.
- Ability to follow-up and follow-through with strong attention to detail.
- Ability to supervise and direct the work of others.
- Demonstrates ability to work with other people through a cooperative effort.
- Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of co-workers, external business partners, and the community.
- Adheres to all the Park's and departmental policies and procedures.
- Attends all Park in-services as required.

Leadership Competencies

Communicates a Compelling Vision and Direction

Develops, communicates, and aligns others around a vision and strategy for the future. Creates plans and initiatives that ensure the understanding and commitment of others to achieve the vision.

Creates an Environment of Trust and Integrity

Consistently acts in a way that is both trustworthy and trusting. Builds and maintains trust with others while modeling and maintaining the values of candor, openness and inclusiveness.

Execution

Demonstrates the ability to act in a decisive, urgent and committed way to achieve results. Remains focused on the goal and leverages resources to reach that goal. Demonstrates a willingness to move forward despite ambiguity and challenges.

Manages Change

Initiates plan to accomplish organizational goals while meeting the challenges of a fast-changing environment. Communicates positively, frequently and candidly during times of change while demonstrating tolerance and adaptability when dealing with ambiguous situations.

Develop and Maintain Collaborative Relationships

Demonstrates the ability to build alignment and commitment among all stakeholders within and across functions to achieve common goals through encouraging a free flow of information and understanding others' points of view. Maintains a broad set of solid working relationships in the Park and beyond with a consideration of impact on the strategic goals of the Park.

Develops Self and Others

Values continuous learning by fostering a climate for the learning and development of self and others. Actively plans for the development of all employees that will strengthen current and future capabilities and enable them to contribute fully.

Experience, Education, and Licensure

Minimum Experience: A minimum of 10-15+ years of demonstrated leadership experience in developing strategic communications programs for large organizations. Journalism experience is preferred; Prior experience in a leadership position is required.

Minimum Education: 4-year college degree from an accredited college or university in a Communication, Marketing, Journalism or other related field of study; Masters of Business Administration (MBA) or advanced marketing degree is preferred.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee will frequently stand; walk; sit; use hands to finger, handle, or feel objects, tools or equipment; reach with hands and arms; balance; talk or hear. The employee will frequently climb stairs; stoop; kneel; crouch or crawl.
2. The employee must occasionally lift and/or move up to 25 pounds.
3. Operate standard office equipment.
4. Specific vision abilities required by the job include frequent reading and close vision; distance vision; color vision; peripheral vision; depth perception; and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. The noise level in the work environment is usually moderate with occasional loud noises.
2. Work is primarily indoors.
3. Light travel in local area to attend events, meetings, and visit Science Center locations.
4. Position may require occasional trips to attend conferences seminars, and meetings.
5. May require working non-traditional hours based on operational needs.

Nothing in this position description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

I have reviewed and understand the position description described above:

Signature

Date

Print Name