

Title: Vice President of Marketing & Communications
Department: Business Development
Reports to: Chief Operating Officer
FLSA Status: Exempt

Position Details

Summary:

To develop and implement an annual marketing and communications strategy for the XXXXXX with the objective of increasing marketability and global brand awareness while adding value to all XXXX assets.

Position Expectations & Objectives:

The Vice President of Marketing & Communications reports to the Chief Operating Officer. The position is supported by two direct report employees of the XXXXXX the Marketing & Special Projects Manager and the Digital & Social Media Manager. As Vice President, this role leads all aspects of the XXXXXX's marketing and communications strategies.

Top candidates for the position will possess experience creating and leading comprehensive marketing and communications initiatives which are multi-dimensional including a strong emphasis on digital and social programming, a thorough knowledge of the technology impacting real estate marketing and experience in analyzing market data and its relevance to marketing strategies. The Vice President will assume a pivotal leadership role in XXXX's mixed-use development and business retention and recruitment efforts and will help define future department resource needs as the team establishes strategies that align and support the strategic goals of the organization.

This position will ensure activities are scalable, provide rapid and effective communication with key stakeholders, leverage existing tools and methods, share best practices and advise Foundation staff in customizing other outreach campaigns and programs appropriately to target customer segments and stakeholders.

Essential Job Functions:

- Development, implementation and management of marketing and communications strategy for the overall XXXX portfolio. (30%)
- Development, implementation and management of marketing and communications strategy for new developments. (20%)
- Supervise and direct the national public relations initiatives in support of the overall XXXX portfolio. (15%)
- Marketing and communications budget planning and accountability. (10%)
- Research and development of new marketing programs and technologies. (10%)
- Identify national and global opportunities to showcase XXXX and new developments. (5%)
- Management and development of marketing and communications staff. (5%)
- Provide marketing research support for XXXX and new development as well as corporate driven initiatives. (5%)

Organizational Relationships:

Reports directly to the Chief Operating Officer and works closely with the President & CEO.

Desired Skills & Experience:

Education

An undergraduate degree from an accredited college or university with a focus in marketing, communications or related discipline is required. Master Degree preferred.

Experience

In addition to the education outlined above, over 10 years of progressively responsible experience in comparable marketing and communications is required.

Other Skills

Verbal/Written Communications, Budgeting/Accounting, Cost Accountability, Analytical, Strategic, Creative, Design, Customer Service, Command of New Technologies (particularly as they relate to marketing and communications), Research Analysis, Managerial/Mentoring, Negotiating, Sales, Leadership

Additional Desired Qualifications:

- Experience in brand development, customer marketing and economic development;
- Ability to develop strong, positive and constructive relationships with media representatives, partners and consultants;
- Knowledge and understanding of social media tools, Wordpress platform and brand strategies;
- Excellent oral communication skills; customer orientation; team interaction/effectiveness; decision-making ability and multi-tasking ability;
- Strong written communication skills; presentation skills; influence/interpersonal skills and analytical skills required; Good problem solving skills required; Strong editing and proofreading skills;
- Strong proficiency in core Microsoft Office Suite (Word, Excel, Access, PowerPoint, etc.);
- Understanding of national and international site selection trends, as well as regional strengths, weaknesses and opportunities highly desired;
- Understanding and/or exposure to needs of international companies;
- Proven team-building skills;
- Undertake other responsibilities, as required.