

Vice President, Strategic Communications & Marketing

SUMMARY DESCRIPTION:

Reporting to the President & CEO, The Vice President (VP) of Strategic Communications & Marketing will create and implement a full range of public reputation strategies to advance and amplify The Foundation's core mission of investing in the gender, racial and economic justice of all women, particularly those who are historically marginalized. As a result, the VP will develop key media opportunities, external partnerships, public events, marketing and internal communications efforts to enhance and leverage the Foundation's public reputation.

Using traditional press, digital platforms, social media, as well as conferences and events the team led by the VP will transform the Foundation's public outreach activities into a singular instrument that embeds the power of the organization's work, including that of its grantee partners, into public consciousness at scale. Therefore, a proven track record of using communications to shift and enhance an organization's leadership role amongst its peers is essential.

KEY RESPONSIBILITIES:

Strategic Communications:

- Lead the Foundation's engagement on all communications issues both internal and external.
- Develop key partnerships with members of the press, other forms of media, foundations, peer organizations and grantee partners to advance the work of the Foundation.
- Design comprehensive plans which integrate the full-range of communications assets on a multiyear basis to drive the public's understanding of the Foundations work in economic security, criminal justice, combating violence against women, as well as enhancing the opportunities of young women and girls.
- Serve as an ambassador, building relationships with all stakeholder groups and the public with the goal of advancing The Foundation's visibility and driving broader awareness to support its mission.
- Ensure that communications efforts are consistent and understood by Foundation staff, executive leadership, its board and grantee partners.
- Create thought leadership plans for the organization's President and CEO, and key staff members identified by the President and CEO.
- Respond rapidly, using the foundation's values and strategic goals as a guide, to issues of gender, racial, and economic justice as well as LGBTQ and immigrant rights which arise in public conversation.

- Oversee a complete overhaul of the Foundation's website.
- Understand and develop metrics in both traditional and social media, as well as public opinion to serve as benchmarks for the Foundation's communications level setting.
- Manage and cultivate the communications team to work at the center of the Foundation's to support the Development Team in attracting resources and to magnify the work of the Programs Team.
- Deploy and leverage the Foundation's role as the largest women's grantmaker in the country to position it as a leader in the fight for full equality.

Marketing:

- Develop and implement a cohesive marketing plan to increase brand awareness
- Set current and long-term goals for internal teams
- Design and review the Marketing department's budget
- Build relationships with media and stakeholders through creative PR strategies
- Monitor all marketing campaigns and improve them when necessary
- Prioritize marketing projects and allocate resources accordingly
- Prepare regular reports and presentations on marketing metrics for the CEO
- Conduct market analysis to identify challenges and opportunities for growth
- Provide guidance and ideas to organize effective marketing events
- Forecast hiring needs for the Marketing department
- Participate in the quarterly and annual planning of the company's objectives
- Track competitors' activities

Public Engagement

Develop and drive a comprehensive approach to use public relations activities to drive The Foundation's mission, vision and goals by placing the organization at the heart of conversations about areas of our work. Strategically engage, cultivate and manage press relationships to ensure coverage surrounding The Foundation's programs, special events, public announcements, and other projects. Ensure that reputation management strategies maximize positive exposure. Place digital and social media efforts at the heart of the Foundation's public engagement activities to connect with the Foundation's key audiences in a sustained conversation and, as important, to greatly expand those audiences to those who are younger, of color and different sexual orientations, as well as gender identities. Work closely with the Development Team to help leverage public engagement as a tool for fundraising. Integrate speeches, awards, event attendance and media appearances into an overarching approach to drive key messages. Expand the organization's presence at key events and create a program of Foundation events to amplify the organization's work. Support grantee partners to help engage key stakeholders as a base by which to reach those at the grassroots about the Foundation's efforts to improve lives from the ground up.

Team Development/Management

Grow and lead a team which will expand over the next year. Supervise and organize this team as well as consultants and contractors to deliver an effective communications program. Develop metrics of success for the team overall and team members, as well as providing the team with the resources to ensure that they can meet these new objectives. Act as a resource and support to staff across the Foundation. Leverage technology to improve the effectiveness and efficiency of the department. Assure continuous review and maintenance of all policies and procedures.

KNOWLEDGE, SKILLS & ABILITIES

Knowledge

- Bachelor's degree required, preferably in journalism, public relations, or the liberal arts. Master's degree preferred.
- Minimum of two years recent experience in senior role in marketing, communications and/or public relations.
- 15 years demonstrated experience and leadership in developing and executing communications efforts, media relations, and marketing programs or the equivalent.
- Established media relationships and public relations reputation in New York City

Skills

- Strong leadership skills as well as those in analysis, planning, attention to detail and prioritizing skills
- Excellent written and oral communication skills
- Demonstrated media relations leadership including in crisis communications and/or advocacy
- Deep knowledge of digital and social media platforms
- Experience in brand development and management.
- Strong interpersonal skills, the ability to deal effectively with personnel issues, and the ability to build and maintain relationships internally and externally with various Foundation stakeholders

Abilities

- Core strategic thinking and management skills
- Ability to manage information in a highly professional manner, frame issues for all platforms including print, broadcast and web
- A gift for crafting relationships and an intuitive understanding of people
- Capabilities in developing and executing multi-faceted communications efforts with minimal guidance
- Self-reliant, good problem solver, individual drive and results oriented
- Strong commitment and passion for The Foundation's mission
- A capacity to work well with all different types of people at all levels

HIRING POLICY:

The New York Women's Foundation® is an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

Diversity and inclusion are long-standing core values at The Foundation. We value differences among individuals including, but not limited to, ethnicity, age, gender, sexual orientation, gender identity, physical ability, national origin, religion, socioeconomic status, as well as beliefs and ways of thinking. We strive to create an inclusive work culture that ensures that all individuals are heard, respected, and supported to do their best work.

Salary Range: \$190K - \$220K

TO APPLY:

Please send cover letter, salary requirements and resume to:

hr@nywf.org

NO TELEPHONE CALLS PLEASE.