Position Description

Title: Vice President of Marketing & Communications
Reports to: Chief Operating Officer
Location: NY, SF, DC or Chi
FLSA Status: Exempt

Position Overview

We are seeking a Vice President of Marketing & Communications (VPMC) to scale our strategic marketing efforts. As VPMC, you will design, implement, and monitor effective marketing strategies that align with our business goals, and achieve our missions. You will strive to ensure that the activities of the marketing team directly contribute to the organization’s long-term success and are aligned with the organization’s spirit of innovation, social impact, and ecosystem building. You will oversee the organization’s outcomes regarding digital footprint, demand generation activities, marketing campaigns, and special events.

Reporting to the Chief Operating Officer (COO), the VPMC will drive the development and execution of a comprehensive marketing philosophy, business strategy, and direction of the organization. The position oversees the organization’s branding, digital & traditional marketing, event planning, public relations, and community building and engagement programs.

The VPMC is responsible for leading the marketing and communications team to create consistent and cohesive messaging that speaks to the community at large, as well as specific target audiences. The VPMC will create and manage a communication strategy aligned with the overall strategic plan.

Essential Duties & Responsibilities

1) Marketing

- Oversee all marketing functions including B2B and B2C marketing and communications initiatives that elevate the organization’s brand and engage/activate key audience segments
- Working with VP of Development and Director of Strategic Communications, develop and implement an omnichannel marketing strategy to engage job seekers, donors, volunteers, alumni, and corporate and workforce partners
- Drive workforce partner adoption of new and existing products as well as expand product utilization within the existing client base
- With external support, lead on the development, implementation, and measurement of Search Engine Optimization (SEO), Search Engine Marketing (SEM), and social marketing campaigns
- Monitor and analyze marketing and communications initiatives to provide actionable, optimize engagement, and promote cost savings
- Ensure cross-functional and departmental collaboration on the implementation of the marketing strategy

2) Communications

- Oversee all communications functions including public relations, executive communications, report writing, content development, social media, website, and speaker program/conference participation
- Working with the Director, of Communications, identify, cultivate and maintain media relationships to grow brand recognition and thought leadership.
- Working with the Director of Strategic Communications, deliver and manage crisis communications
- Working with the Director of Strategic Communications, develop, deliver, and implement an annual communications content calendar inclusive of reports, webinars, and video storytelling.
Working with the Director of Strategic Communications, managing the creation of compelling content for various platforms, including press releases, articles, blogs, and multimedia content.

Working with the Director of Strategic Communications, develop and implement public relations campaigns to raise awareness and enhance the organization's thought leadership.

Working with the Director of Strategic Communications, ensure content aligns with the organization's messaging and resonates with target audiences.

3) **Branding**

- Oversee all branding functions including the development and maintenance of brand identity and managing reputational risks.
- Ensure the organization has a coherent and consistent branding strategy while recognizing and addressing the needs of specific business units and understanding the audiences of those business units.
- Ensure consistent messaging and branding across all communication channels.
- Leverage relationships with internal and external stakeholders and partners to grow brand awareness.

4) **External Relations/Community Engagement**

- Direct and lead community engagement and outreach functions that engage alumni and Leadership Council members.
- Participate in networking events, conferences, presentations, webinars, and support marketing asset development.

5) **Other**

- Build, lead, and inspire a high-performing marketing and communications team.
- Collaborate with internal teams, including programmatic, development, and executive leadership, to ensure cohesive messaging and brand alignment.
- Develop and manage the marketing and communications budget effectively, maximizing impact and return on investment.
- Participate in networking events, conferences, presentations, webinars, and support marketing asset development.
- Cross-functional and departmental collaboration on the implementation of the marketing strategy.
- Work in close partnership with the CEO to ensure alignment in public relations (PR) matters and the CEO's public appearances.
- Escalate opportunities and challenges to the COO
- Ensure a positive and dynamic work environment for the team
- Act as a thoughtful steward of the cultural values we strive for as a team and organization
- Perform other duties as required and assigned.

**Knowledge & Skills Required**

- Bachelor’s degree required; specific degree in Marketing, Business, Communications, Journalism, and/or Public Relations preferred. Master’s degree is a plus.
- 8+ years of successful experience in marketing or communications, overseeing brand strategy and creative deliverables, with positions of increasing responsibility and accountability in a goal-oriented setting.
- 10+ years of experience in marketing leadership roles, including experience scaling a growing team, supporting C-level executives, and driving organization-wide marketing strategies in partnership with cross-functional teams.
Demonstrated success in developing and managing a full-scale external relations and communications operation and in translating high-level strategy into tactical implementation
● Advanced subject matter knowledge of traditional and digital marketing
● Progressive experience in planning, managing, and executing multi-channel, multi-segment marketing campaigns
● Experience managing, leading, coaching, and inspiring a team
● Experience cultivating and managing relationships with a diverse set of stakeholders
● Extensive knowledge and experience in the workforce field and familiarity with immigrant needs for workforce success is highly preferred
● Strong and demonstrated commitment to diversity, equity, inclusion, and belonging in the workplace is required.
● Passion for working with nonprofit organizations and supporting their mission and goals
● Demonstrated strategic and critical thinking skills combined with the ability to implement effective plans
● Excellent business acumen and broad experience/understanding of all facets of marketing
● Strong and demonstrated project management skills required. The ability to effectively and efficiently manage multiple priorities and deadlines is mandatory
● Outstanding written and oral communication skills; a natural storyteller and creative problem solver; native in both digital and physical worlds; a collaborator with a constant curiosity and a learning mentality who likes to execute the tactics as much as setting the strategy
● Ability to integrate efforts across units and functions, promote a free flow of information and communication throughout the organization (upward, across and downward), listen actively, encourage open expression of ideas and opinions, tackle problems directly, and monitor results
● High level of comfort and familiarity with Salesforce and Asana strongly preferred

**Work Environment/Physical Requirements**
● Requires the ability to travel regionally and nationally; travel up to 25%.
● Must be available to occasionally work evening events

**Salary Range Disclaimer**

The base salary range represents the low and high end of the Indeed salary range for this position. Actual salaries will vary depending on factors including but not limited to location, experience, and performance. The range listed is just one component of Upwardly Global's total compensation package for employees. Benefits include a paid time off policy, hybrid or remote work schedule, medical/dental/vision insurance, short-term disability insurance, life insurance and retirement plan with employer match.

**Salary Range Transparency:**

- **Central Region:** $145,000 - $165,000 USD per year
- **Western/Eastern Region:** $155,000 - $175,000 USD per year

Upwardly Global is deeply committed to building a workplace where inclusion is not only valued but prioritized. We’re proud to be an equal-opportunity employer, seeking to create a welcoming and diverse environment.

**Interested candidates should send a resume and cover letter to hr@upwardlyglobal.org with VP of Marketing & Communications in the subject line.**