

Senior Marketing and Strategic Communications Executive

***Innovative *Strategic *Results Oriented *Persuasive *Highly Responsive
*Relationship Oriented * Digital Savvy *Executive Presence**

Greater Washington Partnership seeks a world class marketing and communications professional with substantial experience in leading and managing a growing team, communicating with C-suite leaders, and partnering with colleagues to execute against strategic outcomes. The successful candidate will have demonstrated success in creating and executing strategic and dynamic marketing and communications plans. The Marketing and Communication Leader will possess proven expertise in relationship building with the Board, CEO, senior leadership, media, communication, influencers, and other key stakeholders. Applicants must have experience in business, “campaign-paced” environments and demonstrated ability to bring proven skills to this rapidly evolving and maturing organization.

Greater Washington Partnership is a civic alliance of the region’s leading employers who proudly employ more than 250,000 residents and are committed to fostering unity and making the Capital Region—from Baltimore to Richmond—the best place to live, work and build a business. We achieve this vision by advancing shared prosperity and economic competitiveness in the Capital Region by building a model for catalyzing solutions and driving cross-sector collaboration.

Reporting to the CEO, managing a team, and serving as an integral member of the leadership team, the Marketing and Communications Leader will be responsible for creating ambitious campaigns to match the aspirations of the Partnership. The Marketing and Communications Leader will be responsible for ensuring that the Partnership expands its recognition as a national and global model for shared prosperity and economic competitiveness as well as for driving solutions and coordinated regional activity for each of the Partnership’s initiative areas including transportation and infrastructure, skills and talent, and inclusive growth. The Marketing and Communications Leader will play a key role in developing and delivering the overarching narrative for showcasing the region, with particular focus on digital media platforms as well as events and convenings.

Responsibilities include:

- Promote the Capital Region by developing and implementing an integrated strategic communication and marketing plan that advances the Partnership’s brand and role in the ecosystem; broadens awareness of the Partnership’s initiatives and priorities; and increases the visibility of its initiatives across key stakeholder audiences.
- Develop and deliver an immediate-impact strategy to accelerate the Partnership as the ‘go-to’ regional and national business voice on skills and talent, transportation and infrastructure, and inclusive growth.
- Create innovative approaches to communicating the work of the Partnership including marketing and public relations campaigns for Partnership initiatives to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers. Proactively identify forums like third-party conferences, podcasts, and blogs to spotlight the Partnership’s work and market the region’s assets.
- Serve as a strategic partner and owner for new products, initiatives, key marketing, and communications activities.
- Act as chief spokesperson with demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.

- Work with the initiative teams, along with external advisors and resources as needed, to shape the narrative around key regional issues.
- Develop and implement strategic Board communications and cadence, as well as establish relationships with the Board directors and their communications and public affairs teams.

Skills and Competencies

- Clear and convincing communicator and storyteller, with the ability to present ideas creatively and concisely, verbally and in written form using traditional and new platforms.
- Proactive, strategic, and innovative thinker that can serve as a thought and execution partner across internal teams to amplify initiative efforts, business development priorities, and ongoing board engagement, among others.
- Ability to create and execute multiple communications, marketing, and convening campaigns during a given period, utilizing a full range of communication and engagement tools.
- Commitment to the Capital Region, including the Partnership's core initiatives of skills and talent, transportation and infrastructure and inclusive growth.
- Comfortable working with Board directors and high-profile, powerful public figures.
- Successful manager with the ability to assess, design, and build high-performing teams, and bring out the best in individuals.
- Experience developing and delivering new products and programs.
- Proven innovative, sophisticated user of traditional and digital technologies and platforms.
- Collaborative leader with a proven ability to successfully execute strategy and tactics across an organization

Greater Washington Partnership is currently operating on a hybrid work model with two days a week required in person at our Washington, DC offices. In person days are determined in conjunction with your manager with the goal of creating opportunities for collaboration with teammates.

To Apply

Submit a cover letter and CV to jobs@greaterwashingtonpartnership.com with Marketing and Communications Leader in the Subject line.

Greater Washington Partnership is committed to equal employment opportunity regardless of race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, protected veteran status, or any status protected by applicable federal, state, or local law. While we are currently unable to consider candidates, who will require visa sponsorship, we welcome applications from all qualified candidates eligible to work in the United States.