

Vice President, Strategic Communications

Greater Washington Partnership seeks a world-class marketing and strategic communications professional with substantial experience in executive-level, high-energy and output environments. The successful candidate will have demonstrated success in creating and executing strategic and dynamic marketing and communications plans. The VP, Strategic Communications (VP, Comms) will possess proven expertise in relationship building with media, influencers, and other key stakeholders.

Reporting to the COO, managing a team, and serving as an integral member of the leadership team, the VP, Comms will be responsible for creating ambitious campaigns to match the aspirations of the Partnership to advance economic growth and drive practical solutions to both short- and long-term challenges impacting our region's economic competitiveness. The VP, Comms will be responsible for ensuring that the Partnership grows its reputation as a 'go-to' regional and national thought leader and for each of the Partnership's initiative areas.

The VP, Comms will harness the full range of traditional and digital media tools and capabilities to create and deliver world-class strategic content, including developing traditional and digital media strategies. The VP, Comms will play a key role in developing key Partnership messaging campaigns and delivering the overarching narrative for showcasing the region.

Utilizing the candidate's experience with online trends, digital products, data visualization, and convening and media platforms, the VP, Comms will design, develop, and deploy new and creative ways to engage Partnership members and stakeholders.

The VP, Comms will be responsible for assessing the communications and marketing resources available and make recommendations about how best to develop new and varied integrated pro-active products and services including e-news platforms, blogs, podcasts, and other publications and online communications.

The VP, Comms will be responsible for building relationships with national and regional reporters and will develop and execute earned and paid media strategies.

The successful candidate will be an effective storyteller and exemplary writer ensuring that content is engaging across all social media and traditional channels. They will possess the stature and confidence to effectively work with leadership and gain the respect of a high-performing Board of Directors.

The VP, Comms amplifies the work of organization members and stakeholders in more traditional ways as well by developing a broad range of public relations activities and by coordinating these efforts in real time with the Partnership's membership organizations. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness and support for the organization, and the benefits of working and living in our region from Baltimore stretching through to Richmond.

As our Vice President, Strategic Communications, you will be a member of the Leadership Team. Your responsibilities will include:

Storytelling & Strategic Communications

- Promoting the region by developing and implementing integrated strategic communications and marketing plans advancing the Partnership's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- Developing and delivering an immediate-impact strategy to accelerate the Partnership as the 'go-to' thought leader regionally and nationally around each of the Partnership's initiative areas.
- Creating innovative approaches to communicating the work of the Partnership including marketing and public relations campaigns for Partnership initiatives in order to cultivate and enhance meaningful relationships with targeted, high-level internal and external audiences, including the media and key influencers.
- Working with the policy and program teams, along with external advisors and resources as needed, to shape the narrative around key regional issues, amplify Partnership initiatives, and expand our efforts to be the leading voice throughout the Region on the economy.
- Acting as a thought partner to the CEO and Leadership team, with the ability to develop a strong understanding of the CEO's voice leading the team in development of speeches, thought pieces and other collateral materials.

Media & Relationship Development

- Proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Develop relationships with Partnership Board Members and their communications and public affairs teams.

Team & Portfolio Management

- Serving as an internal thought leader as the Partnership develops new products, services, and revenue strategies leveraging the most modern digital technologies and platforms.
- Manage and measure communications and marketing metrics, ensuring that all our public facing activity is driving change in the region and reinforcing the Partnership's brand while expanding social and traditional media reach.
- Assess, design, and manage high-performing Marketing and Communications team and bring out the best in individuals

What We Value – Experience and Expertise

- Results-oriented leader with at least 15 years of experience in communications / public affairs roles.
- Exemplary writer, clear and convincing communicator, with the ability to present ideas creatively and concisely, verbally and in written form using traditional and new platforms. Must embrace an entrepreneurial environment and spirit.
- Experience leading communications activities in the public or private sector to shape and drive an organization's narrative and messaging, including deep engagement with the media, and a demonstrated ability to develop integrated strategies and campaigns.
- Highly collegial; this person listens to and respects a wide variety of viewpoints on any given issue. Embodies and promotes a team-first culture. Familiarity with the region (from Baltimore to Richmond) and regional stakeholders required.
- Proven innovative, sophisticated user of digital technologies and platforms, and social media at pace and scale
- Strategic, with the ability to translate data effectively and visually across platforms
- Ability to create and execute communications, marketing, and convening campaigns, utilizing a full range of modern digital communications and engagement tools
- Professional, intuitive, and flexible, receptive to feedback and open to suggestions and challenges
- Comfortable working with boards and high-profile, powerful public figures

The salary range for this position is \$170,000 - \$200,000 per year.

Who We Are

Greater Washington Partnership is the first-of-its-kind nonprofit alliance of the region's most influential leading employers across diverse industries in Maryland, Virginia and Washington, DC – all committed to championing the region's economic growth and vibrancy. Together, we identify shared opportunities and core challenges and offer solutions to the region's most critical issues including skills and talent, regional mobility, infrastructure and inclusive economic growth. Our goal is to ensure the region, from Baltimore to Richmond, remains vibrant, economically competitive, prosperous and is the best place to live, work and build a business as a model for a thriving super region. We do this through thought leadership, intentional convenings and collective action. We work with our thought partners and stakeholders to create a table and the tools that help the region consider these shared challenges, guidance and recommendations for long-term investments and economic growth.

The Partnership is a fast-paced workplace that takes a collaborative approach to strategy and execution.

To Apply

If you're interested in joining the team at the Partnership, please email your resume along with an example of one of the following: a strategic communications plan, a published opinion article, or a press release with related earned media coverage. Send materials to jobs@greaterwashingtonpartnership.com with "Vice President, Strategic Communications" in the subject line.

What We Offer

We offer the following comprehensive benefits package designed for the needs of our full-time team members:

- Working in a hybrid work environment, in the office three days a week on Tuesdays, Wednesdays and Thursdays (*subject to change in number of days and days of the week*)
- Robust time off plan – 20 days PTO
- 11 paid holidays
- Summer half-day Fridays
- Week off between Christmas and New Year's
- Health, dental and vision insurance paid up to 90% for employees, up to 50% for dependents.
- 401(k) plan with up to 5% employer match, starting on your first day of employment.
- Professional development stipend up to \$800
- Monthly cell phone stipend

At Greater Washington Partnership we are committed to accepting differences! We strive to attract, develop, and retain highly qualified individuals representing the diverse communities where we live and work. The Partnership is committed to creating a diverse environment and is proud to be an equal opportunity employer. Employment policies and decisions are based on merit, qualifications, performance, and business needs. All qualified candidates will receive consideration for employment without regard to age, race, color, national origin, gender, gender identity or expression, religion, physical or mental disability, medical condition, legally protected generic information, marital status, veteran status, or sexual orientation. While we are currently unable to consider candidates that require visa sponsorship, we welcome candidates eligible to work in the United States.