

Position Reports to: COO

Travel: 20% or less, business travel (may include overnight)

Direct Reports: yes team of 5

Classification: Exempt, Full-time

Benefits: Yes

America's Promise SVP Communications

Summary Description

America's Promise Alliance is the nation's largest partnership alliance comprised of corporations, nonprofit organizations, foundations, policymakers, advocacy and faith groups committed to ensuring that children receive the fundamental resources – the Five Promises – they need to lead successful, healthy and productive lives and build a stronger society. Building on the legacy of our founder General Colin Powell, the Alliance believes a child's success is grounded in experiencing the Five Promises – caring adults; safe place; a healthy start; an effective education; and opportunities to help others – at home, in school and in the community.

The Senior Vice President Communications is responsible for developing and driving communications and consistency in the market regarding the APA brand, and in researching and developing opportunities for America's Promise to market to key audiences. This position provides management oversight for print materials, website content, communication tools, promotional components and marketing venues. Target audiences include, the public audience, partners and investors, media representatives, elected officials and APA employees.

This position requires strong leadership skills along with a proven ability to successfully develop and direct marketing and communications strategies from conception through implementation. Proven results acting as a change agent utilizing effective communications strategy is desired. Experience in analysis and evaluation of marketing campaign effectiveness and ROI goals required. Experience working in an entrepreneurial or not for profit environment preferred.

Essential Functions

Management

- Serve to provide leadership, direction, development and oversight to the marketing/communications team.
- Must have proven ability to provide proactive, strategic direction to drive business objectives for the Alliance.
- Must understand APA overall strategic and program direction and lead the process by which the communications teams under girds this work with the most effective communications strategies, vehicles and tools.
- Ability to capitalize on Alliance opportunities for the highest-level coverage and benefit.
- Work closely with Senior Management team members to help develop and guide strategic direction, develop tactical plans and manage the overall communications strategic plan.
- Ability to accept wide responsibilities with little direct supervision
- Ability to inspire, motivate and mentor others

Strategic Planning

- Responsible for creating and implementing strategic internal and external communications programs supporting key overall organizational and program objectives
- Responsible for the strategic development of both internal and external communications.
- Develop communications strategies for various business initiatives across the organization, identifying both proactive opportunities and managing the day-to-day communication s needs of the company.
- Skilled at using critical and logical thinking to anticipate and solve problems.
- The ideal candidate will be able to take on projects, think strategically, and run with them

Partner/Leadership Relations

- Responsible for providing strategic leadership and support to key AP leaders as well as select Partners in areas of public awareness, media relations, publishing and web presence
- Work with select partners to develop communications materials for media representatives, elected officials external and internal audiences.
- Lead the team in creating new and innovative methods for advancing the APA story with key audiences.
- Demonstrate a high level of accountability for commitments

Program Management

- Responsible for the overall plan, design and execution of all on-going Alliance program communications.
- Strong organizational skills. Possess a commitment to taking tasks through to completion and a demonstrated ability to plan daily, weekly, monthly and quarterly tasks and goals.
- Extensive experience estimating costs, developing budgets and managing vendors.

Skills and abilities:

- Proven ability to lead proactive and reactive media relations and achieve positive results. Ability to win the confidence of and counsel senior executives on media strategy and crises.
- Ability to understand and leverage social media to extend our reach and effectiveness.
- Ability to effectively message and manage national VIPs in high stakes communications venues.
- Demonstrated ability to build consensus about strategies and messages among peers and across various reporting structures; work with executive teams and multi-disciplinary groups, and become a trusted partner and counselor to other corporate functions.
- This position requires strong interpersonal skills with maturity to interact comfortably with senior business and program leaders.
- Must possess excellent writing skills including excellent copy writing and editing skills and the ability to develop comprehensive and strategic communication plans
- Ability to demonstrate accountability for results, and show sound business judgment/decision-making ability.
- Possess strong organizational skills and be able to work in an environment that demands multi-tasking and managing several projects and multiple clients effectively.
- Strong, professional presentation skills, superior written and oral communications,
- Must have a high level of interpersonal skills to drive the client relationship efforts
- Build relevance and engage stakeholders
- Experience collaborating with multiple internal departments to protect and enhance corporate reputation.
- Translate theory into practice
- Proficient with MS Office products (Word, Excel, Outlook and PowerPoint)
- Experienced with strategic and creative communications
- Energetic personality, with strong interpersonal communication skills.
- Strong leadership and persuasion skills with the ability to work effectively across the organization
- Exceptional attention to detail

Knowledge of:

- Media Relations
- Web Communications and Social Media
- Publications and print production
- Integrated marketing
- Public Relations
- Special events planning
- Established relationships with senior media representatives highly desired

Education:

Bachelor's degree in Communication or other related degree program required, Master degree preferred with a minimum of 10 – 15 years experience in communications; with 10 years significant experience at a senior management level.

To Apply:

To apply for this opportunity, please submit a cover letter outlining your interest in the position with your salary requirements and a recent copy of your resume. Submit to Kim Huckabone, Sr. VP Human Resources at careers@americaspromise.org. EOE