

Job Title: Vice President of Marketing & Communications

Reports To: Chief Executive Officer

FLSA Status: Exempt

Location: Denver, Colorado

Position: Full time

Summary: Oversees the strategic planning, development, and execution of LiveWell Colorado's (LWC) communications, public relations, marketing and community relations activities. Develops and directs integrated strategies and key messages to enhance and promote the organization's image among stakeholders, partners and the general public. Oversees the production of internal and external communications and materials such as collateral, press releases, op/eds, columns, web copy, newsletters, internal (partner) communications and presentations. Cultivates relationships with members of the media and works to increase visibility for LWC and its communities through earned media planning. Promotes brand identity. This position will be responsible for the development and direction of the multi-year, statewide social marketing campaign. It also will have responsibility for creating and managing sponsorships and partnerships with various corporations, agencies and nonprofits. Responsible for identifying and building revenue-generating opportunities. Manages relationships with outside firms.

Essential Duties and Responsibilities:

- Serve as member of senior leadership team, helping to create and maintain a values-based, high performing culture, and providing advice and counsel
- Contribute to organization-wide strategic discussions, issues, and decision-making; overseeing budgets; and contributing technical guidance and quality assurance on marketing and communications efforts
- Leads the development and implementation of integrated organizational communications and marketing strategies, tactics and tools that support implementation of the strategic plan and promote key messages
- Work to ensure consistency and quality of LWC's messages and brand identify
- Promote LWC brand, mission and strategies
- Oversees development and implementation of multi-year, statewide social marketing campaign (including tracking and evaluation); ensures budget compliance
- Create and manage community partnerships and directs community outreach
- Ensure sustainability of LWC by pursuing initiatives to increase and/or leverage funding through community and corporate partnerships
- Oversees the management of the Web site as a communication and marketing tool to advance online communications initiatives and strategies
- Works with LiveWell Colorado policy staff to tailor messages to specific - often diverse - audiences, including, but not limited to, state and national health policy officials; the state and national media; members of the national health policy community; advocates; and funders

- Develops and maintains a media presence, media contacts and increases LWC's presence in national and health-related media outlets. Maintains and refines a database of media contacts
- Provide communications support to other staff and oversees policies and assistance to grantees for media relations
- Manages external communications, publications, newsletters and collateral
- Supports CEO with writing and presentation assistance
- Develop and implement technology-assisted meetings and forums for communication and information sharing
- Manages outside firms, writers, designers, and other vendors
- Assists with writing and editing of grant proposals
- Other duties/responsibilities as assigned

This position will have Supervisory Responsibilities, including interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Education/Experience:

- Bachelor's degree required; master's degree preferred
- Ten or more years of experience with communications, public relations, marketing and community relations
- Exceptional communication, writing and editing skills and the ability to write for a variety of audiences in a variety of formats
- Experience with a variety of existing and emerging electronic communications tools and social networks
- Experience directing and managing the work of outside firms, freelance writers, designers and others
- Experience designing and managing community and corporate partnerships and sponsorships
- Experience identifying, leveraging and securing funding opportunities
- Experience developing and directing social marketing campaigns
- Experience managing multi-million dollar marketing budgets
- Familiarity with media outlets, both local and national, as well as trade publications
- Management and supervisory experience strongly preferred

Qualifications:

- Ability to lead and effectively implement LWC mission & vision
- Adept at listening; high emotional intelligence and ability to use different styles based on situational requirements

- Ability to develop strategies while also able to effectively execute tactical elements
- Flexibility and adaptability; comfort with the unknown
- Ability to build trust quickly with diverse stakeholders
- Team player
- Ethics, integrity and accountability
- Ability and willingness to work in a fast-paced environment
- Identifies and resolves problems in a timely and proactive manner; gathers and analyzes information skillfully; develops alternative solutions; Dynamic thinker
- Ability to navigate complexity; and connect in ways that create synergy
- Savvy and mature; collaborative
- Committed to quality
- High energy and enthusiasm
- Professional and pleasant demeanor; sense of humor
- Strong writing skills and ability to vary writing style for different audiences
- Excellent verbal, written and presentation skills
- Commitment to customer service
- Ability to adapt to changes in work environment and can manage competing demands.
- Flexibility & comfort with the unknown
- Ability to multi-task and deal with frequent change or unexpected events.
- Honest, mature, loyal and dependable
- Expected to exemplify LiveWell Colorado's mission