



## **Vice President of Marketing and Communications**

Are you a strategist with a passion for building relationships and telling stories? Are you a compassionate leader seeking to apply your skills for the betterment of children and families in North Carolina?

Children's Home Society of North Carolina (CHS) is seeking a Vice President of Marketing and Communications to develop and lead best-in-class marketing and communications strategy and operations.

## **About Children's Home Society**

At CHS, our mission is to promote the right of every child to a permanent, safe, and loving family. Guided by our core values of compassion, integrity, excellence, and innovation, we believe that our people are the reason behind our success. Being a member of the CHS family means joining a team committed to championing children's well-being and sharing a belief in the transformative power of family.

Founded more than a century ago, CHS is a recognized leader in transforming families and communities, with an annual budget of nearly \$30M and over 300 employees. With offices in 10 cities across North Carolina and remote work opportunities, we are continuing to grow a workforce that is equitable, diverse, and inclusive.

CHS is proud to be celebrated as a 2021 Best-in-Class employer by Gallagher. Gallagher's Best-in-Class awards recognize employers that excel in supporting their employees' physical, emotional, career and financial wellbeing for better organizational outcomes.

We believe that healthier families shape healthier communities. That is why we are committed to giving *every* child and family a voice and relentlessly advocating for their success. We put heart and discipline into helping families grow healthy and strong, and connecting them to tools, skills, and knowledge critical for their well-being. When we empower families to be the best versions of themselves, we can lead the way for meaningful change.

Want to know more? Visit <https://www.chsnc.org/>.



## **About The Opportunity**

A collaborative member of the Executive Leadership Team, the Vice President of Marketing and Communications reports to and serves as a close thought partner with the CEO.

This year marks the beginning of a new strategic plan for CHS, and with it comes a critical focus on our organizational growth and the development of key leaders. Recognizing the integral role marketing and communications play in achieving the visions of the strategic plan, the VP of Marketing and Communications will advance the evolving and growing needs of CHS with a sharp focus on ensuring our community feels welcome to understand, engage, and invest in our mission.

The VP of Marketing and Communications is responsible for successfully creating, leading, and implementing an integrated communications strategy. The strategy will focus on two key objectives: executing the building of brand image and visibility of CHS and awareness of CHS services across North Carolina, and positioning CHS to advance the mission and vision to support efforts to improve the lives of children and families.

This role will be responsible for internal and external communications, public relations, marketing, and social media for the organization statewide. This includes all activities related to stakeholder, employee, constituent, and board communications.

The VP of Marketing and Communications will oversee digital marketing, graphic design, video production, and social media functions as well as leading relationships with external partners and vendors as needed to achieve specific objectives.

## **Essential Functions**

### *Leadership*

- Serve as a dynamic, energetic, and inspiring member of the Executive Leadership Team
- Shape broad understanding and acceptance of the value of marketing within the organization
- Foster a culture in which each department is supportive of the CHS's marketing goals
- Work closely with organizational leadership to build change management practices and lead the development and implementation of an internal communications plan that supports change in a meaningful way
- Lead as an ambassador and spokesperson for CHS as needed and articulate mission and vision to external constituents, community partners, and potential funders

### *Communications*

- Create an organizational communications strategy internally and externally, ensuring consistent and compelling messaging and branding in all materials



- Implement a multifaceted communications strategy, including email, website, social media, print, radio, and televised media to share information about CHS's mission, programs, science, and reports related to child and family well-being, prevention, and child welfare
- Evaluate and drive use of new technology for communication and funding, including social media and web-based tools
- Effectively communicate and interact with agency leaders, staff, board members, and other key stakeholders

### *Marketing*

- Align marketing vision and goals with the strategic plan and organizational goals
- Cultivate relationships with key stakeholders for brand building and marketing initiatives
- Collaborate with organizational leadership to support organizational initiatives through effective marketing
- Communicate marketing vision, goals, and projects within CHS to advance organizational initiatives
- Oversee marketing functions including all collateral, CHS website, videography, public relations campaigns, agency newsletters, annual report, program brochures, flyers, etc.
- Manage marketing campaigns to ensure the key goals are aligned and achieved
- Administer the agency marketing budget, concentrating on efficiency and value in obtaining maximum quality, impact, and exposure
- Display sensitivity to the service population's cultural and socioeconomic characteristics
- Supervise marketing staff, interns, and volunteers to understand and accomplish the organizational communications and marketing goals and successful marketing initiatives
- Carry out supervisory responsibilities in accordance with the agency's policies, procedures, and applicable laws

### **Knowledge, Skills, Competencies**

- Commitment to and passion for the mission of Children's Home Society
- Track record of success leading the development and implementation of an overall marketing and communications strategy in a multi-departmental environment
- Ability to influence and compel individuals to action
- High level of emotional and professional intelligence and ability to quickly build trust and develop relationships
- Flexibility and proven ability to innovate
- Excellent oral and written communication skill
- Strategic thinker with relentless focus on improving systems, coordinating efforts, using data to drive decision-making and a commitment to reaching goals
- Leadership with passion for equity, diversity, and inclusion priorities
- Desire to build future leaders



### **Minimum Requirements**

- Executive-level leadership experience in a communications and marketing role
- Experience working in foundation, nonprofit, human/social services agencies, and/or government entities preferred
- Bachelor's degree in a marketing or communications-related field or equivalent experience
- 10+ years of experience in marketing and communications preferred
- 10+ years of experience in a leadership role leading individuals and teams preferred

### **Think you have what it takes to be CHS's Vice President of Marketing and Communications?**

To apply, click on the link to the Vice President of Marketing and Communications position profile at [www.ArmstrongMcGuire.com/apply](http://www.ArmstrongMcGuire.com/apply). You will see instructions for uploading your compelling cover letter, resume, salary requirements, and professional references. Please provide all requested information to be considered. In case of any technical problems, contact [sam@armstrongmcguire.com](mailto:sam@armstrongmcguire.com). No phone calls, please, and no applications will be accepted by email or directly from third-party posting sites.

Salary is commensurate with the requirements of the position and CHS's operating budget. Benefits include medical, dental, life, short and long-term disability insurance, a flexible spending plan, 403(b) retirement plan, accrued vacation and sick time, paid parental leave, and 11 paid holidays.

Equity, diversity, and inclusion is a priority for CHS that is reflected in our five-year strategic plan. We are committed to building a culture governed by equity, leading with compassion, driven by results, honoring differences, and never settling. CHS is actively recruiting a diverse pool of candidates for this position.