



Position: Vice President of Marketing and Brand Management

Organization: America250 Foundation

Date Posted: June 23, 2022

Applications Due: July 18, 2022

Start Date: ASAP

Location: New York City or Washington, D.C. area

ABOUT AMERICA250 & THE AMERICA250 FOUNDATION

America250 is the multi-year commemoration of the 250th anniversary of the United States of America that peaks on July 4, 2026. It is a once-in-a-lifetime opportunity to deepen understanding of our past and ignite shared optimism for our future through engaging programs and experiences. Together we are inspiring the American spirit within all Americans and each American, grounded in our nation's founding principles, for our continuing journey toward a more perfect Union.

The America250 Foundation (Foundation) is the 501(c)(3) nonprofit organization that is the primary operating entity for the U.S. Semiquincentennial Commission. The Foundation works collaboratively with the Commission and public and private entities across the country to bring the vision for America250 to life through national and grassroots programming, commercial and noncommercial partnerships, marketing, and fundraising efforts. For more information visit www.america250.org.

The Foundation is seeking a Vice President of Marketing and Brand Management. The VP will be responsible for all activities related to conceptualizing, implementing and advancing an annual marketing strategy to support the organization's mission, generate interest in the programmatic and educational offerings, and institutional advancement goals. Specific responsibilities include content-based storytelling, content development, market research and analysis, brand management, involved collaboration of all aspects of creative services from collateral design to digital media production, development and management of creative and advertising, media planning across all channels, strategic marketing, planning and execution of specific promotional events, email communications and cultivating marketing partnerships.

The VP will collaborate across departments, with senior staff and the organization's leadership, lending guidance and expertise to high-level discussions and decisions in service of an established organizational strategic plan. He/She/They will create and execute innovative marketing campaigns and strategies combining proven traditional means and progressive media to advance the organization's vision across the spectrum of operations, programming and fundraising. The role also is responsible for building a stronger national brand, wider and diverse audiences and a presence among international audiences.

The position of Vice President of Marketing and Brand Management reports to the Chief Communications Officer and works closely with the senior staff at the America250 Foundation.

To achieve our goal of building a legacy of meaningful impact, America250 celebrates the diversity of American life, deepens our understanding of American history, and inspires a renewed sense of patriotism and civic engagement. We strive to develop staff, programs and partnerships representing a broad cross-section of differences, including but not limited to race, religion or creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic characteristics, marital status, sex or gender (which includes pregnancy, childbirth, or related circumstances), gender identity, gender expression, age, citizenship, sexual orientation, family care or medical leave status, military and veteran status, political affiliation, or any other characteristic protected by federal, state and local laws. A250 colleagues agree to respect the

unique perspectives and experiences of their fellows, to communicate openly and thoughtfully, and to work collaboratively on our journey towards greater equity across our organization, processes, and partnerships. We affirm that our diversity is our strength.

ESSENTIAL RESPONSIBILITIES

- Lead in the development, tactics and execution of various marketing strategies, including audience development, email marketing, creative storytelling and paid advertising management.
- Lead all marketing initiatives to increase public awareness and to maintain the brand integrity of the organization.
- Developed a flexible and annual marketing plan in collaboration with teams across the organization.
- Provide marketing support, as necessary, to select A250 partners.
- Guide the development and execution of marketing strategies based on institutional goals and priorities.
- Manage and track marketing and advertising budgets.
- Proactively review and adjust marketing plans based on environment changes.
- Serve as a liaison/consultant to the organization's various departments for marketing and promotion planning.
- Coordinate with members of Communications and Marketing Department to develop and execute promotional strategies to support department-specific priorities.
- Coordinate with members of the Communications and Marketing Department to monitor, review, and report on marketing results.
- Oversee institutional email marketing strategy and execution with respective staff, including:
 - Develop email strategies based on marketing goals and objectives and advocate for cross-functional collaboration to enhance the email customer journey.
 - Oversee management of email marketing calendar and campaigns, working across all departments while creating/maintaining an effective outreach calendar.
 - Content development and design.
 - Audience analysis and segmentation.
 - Reporting and analytics.
 - Support email fundraising strategies created by Development Department, including content review and consultation.
 - Oversee email marketing vendor and services.
- Oversee any market research projects, including vendor management, implementation, and reporting.
- Support marketing-related content development in collaboration with the communications, digital, and social media teams.
- Maintain continuous lines of communication with senior leadership team, Commission, and external partners.
- Manage external consultants

REQUIREMENTS

The ideal candidate will have the ability to synthesize disparate sources of information, produce accurate analysis, and clearly communicate outputs, all with the lens of reaching an appropriate level-of-detail required for decision-making and communication. He/She/They must possess the dexterity to discern when issues require escalation and resolution, and the capability to interact within all levels of the organization, government, external partners and stakeholders.

Additional requirements for the position are:

- A bachelor's degree in marketing and communications or a related field required, advance degree preferred.
- Minimum of 8-10 years of marketing and communications experience for nonprofit, corporate or agency.
- Excellent writing, editing, verbal and presentation skills.
- Familiar with design software as well as analytical tools for market research.
- Experience/knowledge of digital marketing and audience development.

- Experience in managing marketing-related projects such as developing retail products, collateral materials, promotions, public relations, website development, mobile advertising, graphic design and targeted email communications.
- Collaborate and drive organization's vision while supervising the work of for-hire or pro bono creative and advertising agencies and design and public relations firms.
- Possess creative and entrepreneurial skills.
- Possess the ability to lead and be led.
- Innovative thinker with ability to translate strategic planning into action plans with results.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution.
- Superior management experience, including the ability to set budget priorities, inspire staff and head cross-departmental projects with a marketing focus.
- Experience/knowledge of content-based marketing.
- Experience with analyzing and using research data and primary market research (qualitative and quantitative) to stay competitive.
- Highly knowledgeable about advertising markets. Tourism advertising experience preferred, but not required.
- Ability to prioritize, multi-task and manage multiple projects in a fast-paced, deadline driven environment.
- Strong interest in the mission of the America250 Foundation
- Good stamina and willingness to travel if necessary

MORE ABOUT THE POSITION

This is a full-time position that will require, at the appropriate and safe time, significant weekly time in America250 Foundation's headquarters located in Alexandria, VA and/or its office in New York City.

To apply for this position, please email your resume and cover letter to jobs@america250.org by July 18, 2022.

The America250 Foundation adheres to the equal employment opportunity guidelines set forth by federal, state and local laws and does not discriminate based on race, religion or creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic characteristics, marital status, sex or gender (which includes pregnancy, childbirth, or related circumstances), gender identity, gender expression, age, citizenship, sexual orientation, family care or medical leave status, military and veteran status, political affiliation, or any other characteristic protected by federal, state and local laws.