

VP of Marketing and Communications

Location:	Baltimore, Maryland
Department:	Operations
Posted:	08/02/2023
Location Name:	Baltimore City
Wage Max:	187,900.00 Annual
Wage Min:	141,800.00 Annual
Position Type:	Full Time

Position Title: VP Marketing and Communications **Reports to:** Chief Operating Officer

Agency Division: Operations **FLSA Status:** Exempt

SCI Summary: SCI supports people with disabilities, behavioral challenges, medically complex needs, transitioning youth, the elderly, and other populations using Maryland Department of Health's Targeted Case Management and Supports Planning work models as well as a concierge level geriatric care management and care partner model.

Job Summary: Reporting to the EVP Chief Operating Officer, the Vice President of Marketing and Communications will plan and execute marketing, communications, and public relations strategies and will lead the Marketing and Communications department. This role will have responsibility for budget development, quarterly projections, balanced scorecard metric(s), and adherence to budget for Marketing and Communication spending. The VP Marketing and Communications will lead the Communication Committee. This position is a member of the Senior Leadership Team (SLT) and the Leadership Collaboration Counsel (LCC).

SCI Team Member Expectations: All SCI team members are expected to: Ensure services provided follow the organization's mission statement, core operating values and policies and procedures. Follow HIPAA, confidentiality, and security procedures and principles; collaborate with peers, leadership, and support areas of the organization; actively participate in and contribute to leadership and other staff meetings and trainings; maintains compliance with federal, state, and local employment laws and regulations; follow self-direction and person-centered planning procedures and philosophy; and to foster a culture that values diversity.

Essential Duties:

- Develop, lead, and implement all phases of a multi-year marketing and communications strategy to establish Service Coordination as the premier provider of case management and related services

- Ensure all marketing, communications, and public relations activities support SCI's Strategic Plan and meet its objectives and mission
- Conduct market research to determine the needs, wants, habits, interests, and other relevant factors used in creating targeted marketing campaigns for the communities and individuals and families we serve
- Work collaboratively with senior and executive leadership to define marketing, communication, and public relations strategies and activities to further the organization's goals
- Author and manage SCI's and Montcordia's brands, including corporate identity, messaging, and representation across all marketing channels, including public-facing and internal materials, templates, talking points, annual reports, and documents
- Communicate marketing and communications initiatives to internal audiences building awareness and ensuring consistency in message, purpose, and process
- Consistently measure the performance of all marketing activities and investments, creating benchmarks and implementing the tools to measure and optimize overall return on investment
- Develop a public relations and community engagement program to increase public awareness of Service Coordination's programs, services, value, and contributions to the communities and individuals, and families we serve
- Ensure that all marketing collateral aligns with the SCI and Montcordia's brand voice, help create digital campaigns for various channels, such as social media and email, and create data-backed reports to present to leadership at all levels of the organization
- Maintain an active presence in local media, issuing press releases, holding public events, and tracking media coverage
- Manage, monitor, and coordinate responses to all social media platforms
- Create relationships with local publications and influencers to improve the likelihood of SCI appearing in earned media and editorial placement
- Execute e-mail marketing strategy (planning, creation, market segmentation, and timely distribution)
- Manage social media strategy and develop content across platforms utilizing best-in-class systems and tactics to build organic reach, followers, and engagement
- Lead digital marketing initiatives, ensuring the accuracy and timeliness of the content on SCI websites and social media, as well as overseeing pay-per-click, display, and paid social advertising campaigns
- Manage SCI's messaging and creative development, including design execution, production, and distribution across all marketing touchpoints, including digital, collateral, brochures, programs, events, e-mail, websites, radio, and print advertising when applicable, and newsletter publications
- Provide promotional strategy and development of resources for internal departments and business units, such as brochures, donor acknowledgment materials (receipt package), displays, videos, social media resources, emails, web pages, banners, flyers, leave-behinds, and signs
- Work with IT and Procurement to identify, implement, and maintain marketing and communication software to meet the needs of the strategic plan
- Lead the Communication committee in line with the strategic plan

Other Duties:

- Complete special projects or perform other duties as needed to meet departmental goals
- Meaningfully participate in the Strategic Planning process, lead initiatives and goals associated with committees wherever appropriate
- Work collaboratively with organization leadership to create a culture of person centeredness that starts with and extends from the people receiving our services and includes the professional staff providing or otherwise supporting the provision of services
- Participate in meetings and training sessions that offer learning opportunities and that promote and enhance skills and professional development
- Ensure that assigned organizational project objectives are met
- Perform all duties as described, and others as required, using the foundation of the organization's philosophies and values

Supervisory Duties:

- Provide guidance to the Team Members in the department, such as Marketing and Communication Director, Marketing and Communication Specialist(s), Creative Manager, and other planned positions as assigned such as Production Manager
- In addition to process accountability, mentor Team Members to ensure professional development, leadership growth, and succession planning
- Provide constructive and timely performance evaluations for Marketing and Communication Team Members

Education Required:

- A bachelor's degree with a major in marketing, communications, public relations, journalism, business administration, or a related field is required. A master's degree and/or a professional certification in marketing or public relations is preferred.

Experience Required:

- Minimum ten (10+) years' progressively responsible communications, public relations, and marketing roles with a strong understanding of the business needs and competitive challenges of the health care, social services, and non-profit industries are required
- Five years of progressively responsible communications, marketing and/or public relations experience required
- Experience leading large marketing, public relations, and communication campaigns
- Experience with completing marketing research to influence the strategic plan of a mid-to-large size organization
- Experience leading business to business and business to consumer marketing strategies that are specific to the types of services and programs SCI offers
- A self-starter who is open to new ideas, creative, dynamic, and resourceful
- Experience establishing metrics and key performance indicators monitoring progress against goals
- Excellent computer skills with knowledge of Microsoft Office Suite, marketing systems, and tools such as e-mail, social media, customer relationship management software (CRM), project management. analytics, website, content, and data management as well as demonstrated ability to learn and implement new technology
- Demonstrated organizational, staff, and project management leadership abilities
- Committed to being a high-performing, positive team player

SCI Value Related Competencies:

- **People Come First** (Customer Focus): Thinks and acts with people we support in mind when making decisions. Dedicated to meeting the expectations and requirements of internal and external shareholders, uses information and feedback to improve services.
- **Building Relationships and Connections:** Interpersonal savvy. Relates to all kinds of people. Builds appropriate rapport, uses diplomacy and tact, and diffuses high-tension situations comfortably. Establishes and maintains meaningful connections within the community and the organization (internal and external stakeholders)
- **Education** (Informing Others): Quickly finds common ground to solve problems. Is seen as a cooperative team player. Provides coaching and mentoring to team members. A consistent communicator provides team members with the tools they need to perform their jobs in a timely manner. Explores all available options to make the best decision for internal and external holders
- **Diversity:** Values, appreciates, and honors the ways in which cultural differences can create value in organizations. Is service oriented: Demonstrates a commitment to the philosophies for services and the goal of independence for the people we serve. Raises awareness in communities to appreciate the similarities and unique gifts of each person. Interacts with all kinds of team members equitably, deals effectively with all races, nationalities, cultures, disabilities, ages, and genders, and supports equal and fair treatment and opportunity for all.
- **Driving Solutions** (Perseverance): Pursues all initiatives with energy, drive, and the goal to succeed.

Job-Specific Competencies:

- **Functional/Technical Skills:** Has the functional and technical knowledge and skill to perform their role at a high level of accomplishment.
 - **Peer Relationships:** Can quickly find common ground to solve problems, is seen as a team player and is cooperative. Encourages collaboration.
 - **Business Acumen:** Understands the industry of the organization, knowledgeable in current and future policies, practices, trends, and information.
 - **Presentation Skills:** Effective in a variety of formal presentation settings. Commands attention and can manage groups. Can change tactics midstream if something isn't working.
 - **Organizational Agility:** Understands the origin and reasoning behind key policies, practices and procedures, understands the culture of the organization.
 - **Dealing with Ambiguity:** Can effectively cope with rapid change and uncertainty; efficient and productive even when processes are not fully in place.
 - **Approachability:** Agreeable, collaborative, comfortable establishing contact.
 - **Innovation Management:** Skilled at understanding which ideas and suggestions will be successful.
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- **Action-Oriented:** Quick to act on an opportunity, enjoys working hard.
 - **Business Acumen:** Understands the industry of the organization, knowledgeable in current and future policies, practices, trends, and information.
 - **Directing Others:** Sets clear objectives, distributes workload effectively and in a well-planned, organized manner.
 - **Presentation Skills:** Effective in a variety of formal presentation settings. Commands attention and can manage groups. Can change tactics midstream if something isn't working.
 - **Organizing:** Pulls resources (people, funding, material, support) together effectively and efficiently, can orchestrate multiple activities at once to accomplish a goal.

- Written Communications: Able to write clearly and succinctly in a variety of communication settings and styles.

Physical Demands: Generally, presents standard office environment. Must be able to remain in a stationary position >95% of the time. Continually operates a computer, keyboard and mouse, and other office productivity machinery, such as a calculator, copy machine, printer, and mobile Smartphone device. Constantly positions self to comfortably maintain computer equipment. May occasionally be required to move about in an office setting or position office equipment weighing between 10-25 pounds. Vision abilities required by this job include close vision. Ability to operate a motor vehicle. The person in this position frequently communicates with other people. Must be able to exchange accurate information in these situations.

IT Roles must be able to position self to maintain computers and equipment, including under desks and in server room(s). Frequently moves equipment weighing up to 50 pounds.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job. This job description is subject to change at any time.

*SCI does not sponsor for immigration, including for H1B, TN, and other non-immigrant visas, for this role.

#INDSCIO

Disclaimer: The recruitment process is approved by Service Coordination Inc.'s Recruitment Committee and subject to change based on business needs.

In recognition of the continuing COVID-19 pandemic, Service Coordination Inc (SCI) is committed to maintaining a safe and healthy workplace. Because of this, SCI is requiring all new hires to be fully vaccinated. New hires will be required to provide proof of vaccination status as part of the on-boarding process. SCI provides reasonable accommodations, absent undue hardship, for medical reasons under ADA and for employees with sincerely held religious beliefs, observances, or practices that conflict with getting vaccinated. You may request reasonable accommodation or other exemption to Sonji Ashford at sashford@sc-inc.org.

Service Coordination is an equal opportunity employer and committed to the full inclusion of all qualified individuals. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, hair texture or protected hairstyle, veteran status, or genetic information. Service Coordination is also committed to providing equal opportunity and access to individuals with disabilities by ensuring reasonable accommodations are provided to participants in the job application or interview process. To request a reasonable accommodation, contact Kathryn Eckert at kathryn.eckert@sc-inc.org or 410-218-5581.

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