



**POSITION TITLE:** Vice President Marketing & Communications  
**DEPARTMENT:** Marketing  
**LOCATION:** Hybrid – Office location can vary  
**REPORTING TO:** President & CEO  
**FLSA CLASSIFICATION (EXEMPT OR NON-EXEMPT):** Exempt  
**CLASSIFICATION:** Full-Time  
**LAST UPDATED:** May 2023

**POSITION SUMMARY:**

The **Vice President of Marketing & Communications** is part of a dedicated team of professionals who, utilizing SOWI’s Guiding Values, work together to support Special Olympics Wisconsin’s (SOWI) vision and mission to open hearts and minds towards people with intellectual disabilities and create inclusive communities across Wisconsin by providing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendships with their families, other athletes, and the community.

The **Vice President of Marketing & Communications** is responsible for providing strategic leadership, vision, planning and oversight and day-to-day management for all of the comprehensive marketing and communications strategies of Special Olympics Wisconsin. This position leads a team that works together to effectively integrate cohesive, consistent and strategic marketing initiatives, collaborates with cross-functional teams and thoughtfully engages with multiple stakeholders.

The **Vice President of Marketing & Communications** is an executive leader in the organization and part of the Senior Leadership Team (SLT) who works collaboratively to further the mission, vision and long-term strategic plan of Special Olympics Wisconsin, Inc.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Lead with a strategic mindset, vision and purpose. Forecast ahead to future possibilities and consistently translate them into breakthrough marketing and communication strategies.
- Develop, implement and manage comprehensive marketing and communications plan for Special Olympics Wisconsin to include: brand awareness and engagement, market research, public relations, media relations, crisis communication, digital marketing and strategic partnerships.
- Oversee all marketing and communications activities for the organization, helping ensure organization’s efforts and messaging are appropriate and consistent based on the approved plan.
- Work collaboratively and cross-functionally with other SOWI teams to deliver plans, promotion strategies, marketing materials, communication and/or press materials, and other needs.
- Partner with Development Department to raise funds and lead contributed revenue campaigns.
- Effectively build and maintain relationships with key external stakeholders and partners (including athletes, families/caregivers, volunteers, board members, Law Enforcement Torch Run for Special Olympics Wisconsin, sponsors and community partners.)
- Serve as an innovator and advisor for SOWI by recommending new marketing ideas and creative concepts in support of overall business objectives and providing strategic leadership on other SOWI initiatives.
- Identify, implement and act upon market research/other data sources to obtain, analyze and identify essential information and evaluate metrics to monitor performance and return on investment.
- Build, lead and empower an effective team that motivates others to action.
- Ensure accountability by holding self and others accountable to meet commitments, drive project management and live out the SOWI values and guiding behaviors.
- Contribute as an active member of the SOWI Senior Leadership Team and work collaboratively with other members of the SLT to accomplish strategic plan and deliver on day-to-day operating plans.
- Develop and maintain strong working relationship with the President & CEO (CEO) to elevate the brand, key messaging and partnerships with various stakeholders
- Develop budgets based on sound marketing principles, data and critical thinking practices.
- Co-Chair the Marketing & Development Committee of the Board of Directors
- Serve as staff liaison on marketing initiatives from Special Olympics North America or Special Olympics Inc.
- Promote the mission of Special Olympics Wisconsin, Inc.

This job description describes the general nature and scope of the responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time.

**EDUCATION AND/OR EXPERIENCE**

- Bachelor’s Degree with a minimum of ten (10) years’ experience of increasing responsibility and leadership in a multi-faceted marketing and communications position

**KNOWLEDGE, SKILLS AND ABILITIES**

- Strong strategic leadership skills to lead a team to success by garnering employee engagement, ensuring accountability and effectively managing change.
- Exceptional communication skills – written and oral.
- Demonstrated commitment to valuing diversity & equity and contributing to an inclusive culture.
- Proven track record of achieving goals.
- Budget management and forecasting experience.
- Strong organizational and time management skills with an exceptional attention to detail.
- Ability to travel statewide.
- Proficiency with MS Office including Microsoft Word, Excel, Teams, PowerPoint
- Valid Driver’s License.
- Some weekends, evenings and overnights, will be required.

**WORK ENVIRONMENT AND JOB SPECIFICIATIONS**

The work environment and job specifications listed below are representatives of those that must be met by an employee with or without accommodations, to successfully perform the essential functions of this job.

- Office work environment
- Frequently move around and access or use computers, office equipment, telephone, and any other pertinent supplies, space of equipment used to perform the duties of the position
- Work with frequent interruption
- Sit for extended period of times
- Lift and/or move up to 25 pounds
- Travel frequently Statewide

***Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.***

Signature: \_\_\_\_\_

Date: \_\_\_\_\_