



Position Summary

Title: Vice President, Marketing & Communications
Supervised by: Head of Partnerships and External Relations
Supervises: 2 FTE
FLSA Status: Exempt
Location: Virtual

Our Organization

The Society to Improve Diagnosis in Medicine (SIDM) catalyzes and leads change to improve diagnosis and eliminate harm, in partnership with patients, their families, the healthcare community, and every interested stakeholder.

The Position

Reporting to the Head of Partnerships & External Relations, the VP, Marketing & Communications, will develop and manage SIDM's marketing, public relations, and communications strategy with the overarching goal to accelerate achievement of SIDM's mission. The VP has primary responsibility to integrate effective marketing and communication strategies, both internally and externally, across all functional areas of SIDM, and will provide leadership, strategic vision, and direction to a team of marketing and communication professionals.

The VP, Marketing & Communications, serves as a key business leader on organization-wide strategic priorities. He/she will ensure alignment of the organization's activities and brand across SIDM's communication platform that includes a proactive public relations strategy, print, website, and online social media outreach on all enterprises. Additionally, this position will ensure activities are scalable across all audience platforms, and that results provide rapid and effective communication with key stakeholders. The incumbent will recommend best practices to position SIDM's brand as a leader focused on improving diagnosis in medicine for patients and related stakeholders.

He/she has responsibility to identify and engage best practices to mentor, coach, and guide the department's staff in customizing other outreach campaigns and programs appropriately to target customer segments and stakeholders. In addition, the selected candidate will collaborate with internal leaders to develop and communicate key messaging about SIDM and its strategic objectives.

Responsibilities

Communications:

- Develop a compelling communications strategy to include a branding strategy that supports SIDM's strategic goals and objectives.
- Ensure that brand identity, and the messaging and communication strategy are infused in all organizational efforts (programming, development, network, and support).
- Oversee and manage the website and social media channels to ensure content is current, and that key SIDM-related messages are integrated and aligned with our overall mission.
- Provide, manage, and report on related benchmarks that demonstrate the impact of our communications strategies across all channels and platforms.
- Lead and manage committees and task force groups that support the Executive and Board teams in internal and external communications about the vision and overall strategies of the organization.



- Develop and activate all strategic media relations activities to strengthen, promote, and position SIDM's key messages and outreach

Marketing:

- Develop and lead a comprehensive Marketing strategy.
- Oversee the planning, development, and implementation of the marketing strategy that includes social media, print and digital content, and email marketing.
- Oversee the development and production of all marketing publications, collateral communication material, and social media initiatives.
- Oversee the utilization of new and existing digital technologies to further the work of SIDM in relationship to marketing and brand awareness.
- Manage SIDM's thought leadership efforts in the creation of high quality, timely, and high impact outputs, while promoting an environment of shared success and teamwork.
- As appropriate, lead the development and implementation of new campaigns and marketing programs to uplift SIDM's mission.

Leadership:

- Develop and oversee department budgeting, planning, and staff development.
- Lead Marketing & Communications team with an emphasis on data analysis to make strategic and data-driven decisions.
- Promote a culture of high performance and development goals, establish staff and consultants' priorities, and conduct annual performance appraisals.
- Work with leadership team and staff to identify internal and external marketing and communication opportunities and develop strategies that support solutions.
- Develop and implement departmental strategic goals and objectives.
- Track and report on SIDM communications and marketing effectiveness and impact.

Other:

- Maintain strong relationships with key partners and represent SIDM at professional and community events in a leadership role.
- Assist in the fundraising and development process by building and maintaining authentic relationships with residents/participants, donors, and community partners.
- Support various internal departments to ensure that the organization is aligned with the overall strategic plan.
- Undertake other responsibilities, as required.

Qualifications

- Bachelor's degree in marketing, communications, or related field (Master's degree preferred).
- Eight years of proven success in a senior management role, philanthropic, nonprofit, or social service agency.
- 10+ years of experience in managing comprehensive strategic marketing and communications, media relations and marketing programs to advance an organization's mission and goals.

Skills and Abilities

- Demonstrated skills, knowledge, and experience in the design and execution of marketing and communications activities, including digital marketing campaign development.



- Experience overseeing the design and production of print materials and publications, website management, and digital/social media content creation and management.
- Effective, articulate, and persuasive public speaking and presentation skills.
- Excellent writing and editing skills.
- Experience in building, mentoring, and coaching a team of marketing and communications specialists.
- Excellent judgment and creative critical thinking skills, including negotiation and conflict resolution.
- Helps create a work environment that embraces and appreciates diversity.
- Ability to work independently and responsibly while managing multiple projects simultaneously.³
- Communications, nonprofit marketing, public relations, or creative agency experience.
- Demonstrated ability to develop and manage budgets.
- Strong editing and proofreading skills.
- Strong proficiency in core Microsoft Office Suite (Word, Excel, Access, PowerPoint, etc.).
- Familiarity with InDesign and Adobe Creative Suite desired, but not required.
- Proven team-building skills.

Work Environment

- Virtual office. Occasional work on evenings and weekends as needed.
- Occasional out of town travel is required.
- Must possess a valid driver's license and an insured vehicle.
- Smoke- and drug-free environment.
- Some work at off-site locations may be required and those may not necessarily be fully accessible.
- This role routinely uses standard office equipment such as computers, phones, scanners. Employee is regularly required to talk, hear, see, and communicate effectively via computer.
- SIDM is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. SIDM does not discriminate against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. SIDM is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.

I have read this job description, understand it, and am able to perform the essential job functions of this position. Also, I have had the opportunity to discuss the job description with my supervisor.

Signature:

Date: