



VP MARKETING & COMMUNICATION

ROLE DESCRIPTION

The VP MARKETING & COMMUNICATION (VP M&C) develops and implements the Federation's overall strategic marketing and communication/public relations programs. Programs will include media relations, social media, branding, community relations. The VP M&C has responsibility to find pro bono support for this portfolio.

The specific activities outlined below are in addition to assuming the duties and responsibilities of all Board Members, see above.

DUTIES and RESPONSIBILITIES:

- Recruit and lead a winning team of volunteers to deliver on the Marketing & Communication strategy, with the mindset to empower City Networks and acts as champions for the Federation.
- Works closely with key stakeholders to define business objectives, anticipating and developing strategies to meet internal and external business needs and strategy for delivery.
- Develops and manages a strategy to attract pro-bono partnerships for the area of coordination.
- Provides leadership to both internal marketing resources/volunteers and external agencies to achieve effective PR strategy.
- Creates a process to monitor ROI and effectiveness of campaigns in achieving strategic goals.
- Acts as a central point to leverage Communication and Public Relations best practices in each country and to ensure all networks are aware of them (monthly teleconferences, central repository, etc.).
- Participates in monthly board teleconference, and shares with other Federation Board Members, and regularly attends City Network President teleconferences.
- Advises on legal and regulatory framework (specifically around press releases etc)
- Public Relations:
 - Manages the relationship with press agencies (negotiates the support needed across City Networks), coordinates all press requests related to activities at Federation level, defines with the Board the external communication objectives and strategy (what, whom, how and where to showcase).
 - Identifies a strategy to build a group of speakers who are press trained and able to respond to reactive press opportunities.
 - Oversees the process to respond to reactive press opportunities.
 - Manages the development of press releases (in English) and coordination of translation (or through press agency), responds to questions from the press via email address on website, organizes and/or coordinates press conferences and keeps an accurate list of media contacts persons in order to disseminate press releases.
 - Coordinates VP's PR/Marketing on City Network Boards, exchanges best practices, shares information etc.

- Creates a crisis communications process

Time Commitment: Approx. 3-5 hours per week (variable and dependent on creation of a support team).

IDEAL BACKGROUND / EXPERIENCE:

- Experience in, and a passion for Public Relations and empowering our members' personal and professional growth.
- A minimum of 6 years of progressively responsible business experience, preferably in an international environment. Strong experience in PR, together with experience in as many of the following fields as possible: human resource management, law, finance/budgeting, technology or related areas.
- Ideally having served as a City Network President, a Board Member at the Federation level, on a Non-Profit Board, or on Corporate Board in a Marketing and PR role.
- Excellent interpersonal skills, with a sense of diplomacy and collaborative leadership.
- Experience in supplier management.
- Working across cultures and fluency in written and spoken English in required in addition to other languages is ideal.

BENEFITS:

- Access to an international network of great professional women
- Bring your own ideas and innovate
- Develop professionally and learn from your peers