



Vice President of Marketing & Communications

Reports to: Chief Development Officer

Location: Primary Office in Norristown, PA with travel throughout Pennsylvania

FLSA Status: Full Time, Exempt, Salaried

Position Summary:

Special Olympics PA is seeking its next Vice President of Marketing & Communications. The successful candidate will be a positive, dynamic leader with solid marketing skills and extensive experience who embraces change and the opportunity to join a leadership team that is transforming our organization and elevating the revered Special Olympics brand. This role will lead and drive the development and execution of a comprehensive marketing and communications strategy to strengthen and deepen public perception across multiple media markets in a complex environment. Join our winning team as we seek to expand our impact across Pennsylvania through 9 distinct regions with 54 legacy programs and 13,000 athletes. Join our growing team that is leading the 'Inclusion Revolution' throughout the state of PA!

Major focus areas include:

- Unifying brand identity while generating statewide recognition and exposure;
- Developing partnerships and networks across regional teams and markets by building and leveraging internal assets to provide access to consistently branded content;
- Amplifying reach by leveraging various marketing and communications vehicles;
- Leading and coordinating the promotion of mission and business initiatives and special events in the core areas of: sports/competition, health, leadership and fundraising;
- Streamlining communications with various stakeholder groups, to include program volunteers and athletes in the intellectual disability community; and
- Ongoing enhancement and maintenance of digital and social media presence.

Requirements:

Ideal candidate will possess at least a bachelor's degree in Communications, Marketing, Journalism or Public Relations. Candidate must have transportation and willingness to work nights and weekends. A minimum of 8 years' experience in a communications/public relations leadership role in a complex organization is required.

Principal Duties:

- Supervise day-to-day responsibilities of Marketing & Public Relations Manager, Digital Marketing & Communications Manager, Marketing and Special Events Coordinator, and various interns.
- Manage relationships with outside consultants/vendors including consultants, copywriters, web and graphic designers, printers, photographers, videographers, etc.
- Develop, implement and monitor SOPA's marketing and communications budget.
- Serve as a Department Head, a member of leadership that meets twice a month with fellow Department Heads and Senior Leadership to collaborate on the development and execution of strategic planning.
- Develop, implement, monitor and adjust (as needed) a strategic marketing plan with annual goals and objectives.
- Manage adherence to organizational brand standards in all communications.
- Obtain media exposure through television, print, radio and digital initiatives.
- Write and generate media-worthy stories, press releases, and blog/social media posts coordinating efforts to gain exposure and engage key audiences.

- Coordinate and facilitate the Marketing Committee of the Board of Directors.
- Promote SOPA's fundraising events and state competitions.
- Maintain and expand media contacts with all statewide outlets (i.e., TV, newspaper, radio, Internet, etc.).
- Develop Crisis Communications Plan for organization, serve as spokesperson and conduct crisis trainings.
- Oversee production of the regular, ongoing communications vehicles to targeted internal and external stakeholder segments, including volunteers, donors, partners and the general public.
- Oversee the development and production of all marketing collateral.
- Lead and assist in the production and coordination of SOPA special events and campaigns, including script writing, video production, securing speakers, invitations, brochures, etc.
- Lead the development of digital media plans to support brand objectives, develop SEO strategies, establish metrics to capture data, create reporting systems, and track advertising ROI.
- Assist in the management of statewide public relations activities, develop manuals, marketing tools, and facilitate leadership trainings.
- Build a pool of highly talented celebrities to play external ambassador roles at all levels, as detailed in SOPA's Strategic Plan.
- Assist Chief Development Officer and President and CEO as needed with communications needs for all events, activities, initiatives and jobs.
- Criminal history check and fingerprinting is required of all SOPA employees during the course of their employment. Your employment is conditional, pending the results of the background check.
- Must be fully vaccinated for COVID-19 (i.e., at least 2 weeks after last dose) and, if hired, present proof of vaccination by start date.

Serious applicants should email careers@specialolympicspa.org with a cover letter, resume, and salary requirement.

No phone calls will be accepted. Resumes sent for positions other than this posting will not receive a response. Communications from recruiters will not be acknowledged.

Special Olympics Pennsylvania is proud to be an equal opportunity employer. We do not discriminate on the basis of race, color, religion, sex, gender identity or expression, national origin, political affiliation, sexual orientation, marital status, disability, neurodiversity, age, parental status, socio-economic background, military service, or any other characteristic or status protected by applicable law.

We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves and can do their best work.

ORGANIZATION DESCRIPTION

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports to 16,000 children and adults with intellectual disabilities or closely related developmental disabilities. For 50 years, SOPA and its 54 local programs have used the power of sports to transform the lives of people with intellectual disabilities and unite everyone by fostering community and building a more acceptable and civil society. SOPA is much more than a sports organization. Through its Athlete Leadership Programs, athletes assume meaningful leadership roles, influence change within the Special Olympics movement and take on roles as Global Messengers (trained as public speakers for Special Olympics), athlete representatives, coaches, board members and more. SOPA also addresses major challenges facing its athletes including healthcare. The Healthy Athletes program offers athletes free health screenings in the form of eye, ear, dental and podiatry assessments. Athletes are also taught how to live active lifestyles, eat healthy and more. Additionally, SOPA strives to create a unified world by promoting inclusion, uniting communities, and changing attitudes. Through Unified Sports, SOPA brings together individuals with and without intellectual disabilities as equal teammates in training and competition, which promotes respect and acceptance, and facilitates meaningful relationships between people of all abilities. For more information about how you can join "The Inclusion Revolution," visit www.specialolympicspa.org.