

WE'RE HIRING!

POSITION: VICE PRESIDENT OF MARKETING

- **The Vail Valley Foundation (VVF)** is seeking an experienced marketing professional with at least eight years of marketing experience and at least four years of marketing management experience. Qualified candidates will have the passion and drive to work collaboratively on a team with a wide collection of projects and a high standard for excellence. This individual will serve as a mentor, manager and lead example for the marketing team on quality assurance, staff development and strategic guidance. The VP of Marketing will serve as a member of the VVF Executive Team.

WHAT IS VVF?

*Founded in 1981, the **Vail Valley Foundation (VVF)** was created to enhance the quality of life in the Vail Valley through athletic, cultural, and education programs and events. Today, the VVF operates with an average annual budget of approximately \$24 million and a full-time staff of 64 employees. Thanks to the generous support from individuals and corporations, the Foundation is responsible for providing this very special Colorado community with some of its most treasured annual events and programs.*



GOALS:

The Vice President of Marketing is responsible for providing executive leadership and management of the organization's marketing team, providing strategic thinking and planning for not only the Vail Valley Foundation's brand, but for the collection of events and programs organized and run by the Foundation, including athletic, cultural and educational projects, many of which are international and national in scale and scope. The VP of Marketing will drive the Foundation's efforts to position itself as a visionary leader, as well as supporting revenue streams and driving participant numbers for events. The Vice President of Marketing reports to the President & CEO and is a member of the Foundation's Executive Team.



RESPONSIBILITIES:

- Strategic planning including creation of marketing plans for each event, long lead/proactive visioning of marketing opportunities and positioning.
- Lead the development and facilitation of the most efficient marketing structure and coordinate all event and program marketing efforts, including but not limited to: Everbank America's Winter Opening/Birds Of Prey World Cup, GoPro Mountain Games, Vail International Dance Festival, YouthPower365 programs and Vail Valley Foundation membership programs and organizational communications.
- Participate not only as the leader of the team, but as a working member of the team, providing a valuable skill set to assist in reaching marketing objectives.
- Develop working relationships with other department heads to meet annual marketing needs, including the setting of goals, timetables and budget.
- Establish tangible business objectives, allocate and align resources to achieve objectives, monitor results and prepare conclusions and recommendations.
- Oversee the PR tasks associated with VVF's events.
- Oversee the build and maintenance of all of VVF's digital marketing assets, including websites, social media channels, mapping technologies and software packages (including ticketing, registration and fundraising platforms).
- Negotiate and manage year-round media contracts on behalf of the team.
- Manage all marketing vendors and agencies and ensure deliverables are met. Conduct recaps at least annually.
- Community relations: attend and take a lead role in participating in relevant community meetings and committees.

REQUIREMENTS:

- 8 years marketing experience in comparable organizations, and at least 4 years in a management position.
- Ability to plan and manage at both strategic and operational levels.
- Exceptional track record of developing and implementing marketing strategies that have met or exceeded planned objectives, providing personal leadership through example.
- Ability to work collaboratively with colleagues and staff to create a results driven, team oriented environment.
- Strategic planning and analysis skills in marketing and business strategy, proven and effective project management.
- An ability to find the right balance between traditional marketing methods and a strong background and knowledge of newer marketing vehicles that the VVF requires to ensure that all of our constituents are reached.
- Ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects in a fast-paced high energy environment.
- Willingness to work on all projects and events no matter the scope.
- Excellent oral and written communication skills.
- Good sense of humor and the ability to use it effectively in the workplace.

BENEFITS AND COMPENSATION:

This is a salaried, full time year-round position eligible for all VVF employment benefits.

TO BECOME A CANDIDATE:

Please send a cover letter, resume and references to jobs@vvf.org

This job description is not an exhaustive list of duties; additional duties may be assigned.