**Senior Vice President, Marketing and Communications**

**Job Summary:**

The Senior Vice President of Marketing and Communications provides enterprise-wide leadership of effective marketing and external communications programs that support the CCCP vision and mission. The SVP serves as a key member of the Executive Leadership Team, reporting to and partnering with the President and CEO. This role works closely with other members of the ELT to enhance the current brands within Charlotte Center City Partners and will be responsible for managing all marketing and external communications initiatives to excellence, within deadline, on or under budget. The SVP of Marketing and Communications provides leadership, direction, and strategy for building all CCCP brands, fosters innovation and creativity, and builds high performance teams to deliver upon CCCP’s mission and vision.

Specific responsibilities and activities include, but are not limited to:

**Lead CCCP’s Marketing and Communications Strategy and Execution**

* Develop and implement a cohesive marketing and communications plan to increase brand awareness
* Help define and oversee the planning, development, and execution of the company's brand vision, messaging, and strategy
* Maintain brand guardrails, brand omni-channel communications strategy, and being overall ambassador for the CCCP brands
* Be a champion for audience/stakeholder-centered decision-making
* Build relationships with media and stakeholders through creative strategies
* Monitor all campaigns and improve them as necessary
* Create a shared vision by words and actions; model behaviors and set the tone that mission and values guide decision-making
* Lead collaboration with agencies and in-house talent on initiatives and campaigns with goals spanning awareness, engagement, acquisition, and growth
* Purchase and place advertising in a variety of mediums to promote brands, events, and special projects
* Optimizing our channel mix and customer journey through rigorous testing and experimentation
* Prioritize campaigns and allocate resources accordingly
* Develop a comprehensive MarCom strategy and ensure the Brand Coordinators are executing it effectively
* Liaise with sponsors and external partners to ensure the delivery of benefits and marketing support
* Conduct market and audience analysis to identify challenges and opportunities for growth
* Prepare regular reports and presentations on marketing metrics for the CEO and Board
* Manage design, placement and budgets for all the advertising and general marketing collateral
* Work with Executive Leadership Team to ensure brand messages are clearly articulated with all communications, partnership, and sales materials
* Review and manage the annual marketing budget
* Employ research to generate insights into audience needs, wants, and expectations to identify new opportunities, strategies, messages and build brand loyalty
* Improve Return on Ad Spend (ROAS) through iterative testing
* Provide thought leadership and best practices for the development of plans and budgets
* Accountable for strategic goals and monitors measures to assure outcomes support strategic initiatives
* Attracts, fully engages, and retains an effective team accountable for employee commitment; provides challenging and “stretch” assignments to direct reports; fosters a climate of lifelong learning
* Convene regular meetings of a Center City marketing cabinet, drawing on the expertise and insights of marketing and communications executives throughout the city to add value to Center City and CCCP initiatives.
* Provide Marketing and Communications leadership and services to CCCPCT and the Market at 7th Street. Consult with the ED’s of Charlotte Joy Rides, the Market at 7th Street and Charlotte ArtsFest.

**Serve as a Member of the Executive Leadership Team**

* Work closely with all levels of cross-functional Executive Leadership to support key business priorities
* In partnership with ELT and SVP, Communications, create compelling communications tools for the President and CEO including presentations, speaking points, speeches, letters, etc.
* Participate in the annual planning of the organization’s plan of work

**To Apply**

Submit your resume and a cover letter explaining your interest in this role [through the job positing on Indeed](https://www.indeed.com/viewjob?t=senior+vice+president+marketing+and+communications&jk=43ec01cd6ccc3e8f&_ga=2.102110785.1334042910.1661806125-1057646601.1654101289). Applications will be reviewed on a rolling basis, and close by Monday, September 23, 2022.

**About Charlotte Center City Partners**

Charlotte Center City Partners is a 501c(4) non‐profit organization that manages the Uptown and South End Municipal Services Districts. Our work includes communications and marketing, community engagement, economic development, vision planning, placemaking, and special events. Our mission is to boldly envision and activate strategies to make Center City welcoming, equitable, economically vibrant, and a culturally rich and beloved place for all. CCCP believes in the value of urban places, acting with integrity, the power of diversity and collaboration, and approaching all we do with passion, innovation, tenacity, and excellence.

**Diversity, Equity and Inclusion**

Charlotte Center City Partners celebrates diversity and is committed to creating an inclusive environment for all employees, interns and contractors. Charlotte Center City Partners is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and pregnancy‐related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, genetic information, or any other characteristic protected by applicable federal, state or local laws and ordinances. Charlotte Center City Partners' management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, teammate activities, access to facilities and programs and general treatment during employment.