

POSITION GUIDE

Job Location:

WMHT

4 Global View

Troy, NY 12180

Title: Vice President, Marketing and Communications

Department: Communications

Hours: M-F

Type: Full-Time, Exempt

Reports To: President and CEO

WMHT Public Media, located in New York State's Capital Region, serving Eastern New York and Western New England, is the only locally owned, nonprofit, multichannel public communications organization that reaches beyond the traditional broadcasting model to act as a leader by convening arts, culture, learning and civic interests. WMHT focuses on Community, Culture and Connections by providing entertainment, enrichment and engagement through television, radio, digital media, and educational services.

WMHT also houses the largest television studio between New York City and Montreal. The station's production services for clients help sustain our mission-based work. Our production services business attracts clients from across the country including PBS, APT, feature films, national public and commercial media producers, Canada based producers and partnerships with New York State.

We strive to create a workplace culture that values diversity of perspective and lived experience. We provide a place where people are supported to do their best work.

JOB DESCRIPTION – VICE PRESIDENT, MARKETING AND COMMUNICATIONS:

Through effective communication of the mission, vision, and programming activities, the Vice President, Marketing and Communications develops and executes strategies to

- Increase awareness of WMHT's mission and reputation as a community thought leader and media partner in the domains of Education, Arts and Culture and Civics in the Capital Region
- Build relationships with community partners and facilitate community engagement with WMHT's multi-platform media offerings
- Develop new audiences for WMHT's program offerings and events

This position is public facing. The candidate should have experience as a media spokesperson and in community outreach and partnership. Excellent written and verbal communications skills should be coupled with highly developed interpersonal skills. Must be flexible and open to

changing priorities and managing multiple tasks simultaneously within compressed time frames and a proven ability to oversee marketing and advertising activities in all media aspects.

The candidate will work with the Board of Trustees and staff to recognize internal and external communications opportunities and solutions and define and executive appropriate strategies to support them.

SPECIFIC RESPONSIBILITIES INCLUDE:

Vision & Mission

Collaborates regularly with the president & CEO and leadership team to ensure a clear and accurate interpretation and expression of WMHT's mission, branding and programming direction. Partners with Senior Leadership Team on short and long-term strategic planning and execution. Oversight of staff, contractor(s) and research initiatives

- Leads annual marketing planning and initiatives to achieve goals in support of the Strategic Plan
- Serves as staff liaison to the Board for marketing-related initiatives

Marketing Strategy, Planning & Execution

Leads team of staff, vendors, and consultants to achieve annual and long-range goals. Oversees the planning and implementation of all marketing campaigns, media, public relations, web and social media presence, publications, and events.

- Develops annual marketing and paid/trade media plan to drive awareness and engagement of existing and new audiences.
- Analyzes target audience data and competitive set to develop segmentation model, positioning, key messages, publicity and marketing strategies.
- Conducts market research surveys and focus groups
- Develops and manages overall marketing and paid/trade media budget, calendars, execution plan and key performance indicators
- Supervises day-to-day production of advertising, email, social media, newsletters, publicity materials and event support/logistics to ensure timely completion of key deliverables
- Collaborates with the Production, Corporate Support and Digital teams for creative and content support.

Ensures WMHT brand identity is expressed consistently throughout all communications, public events, and physical spaces. Leverages national PBS, CPB, NPR branding where possible. Develops and administers brand identity guidelines and ensures all content is consistent, accurate and in compliance.

Develops publicity, media, and community relations strategies to further WMHT's reputation. Partners with publicist to draft and distribute articles and press releases to regional, national and industry media outlets. Serves as primary press contact for WMHT media relations. Develops strategy and calendar for social media, speaking opportunities, and community event

sponsorships. Builds community relationships that foster collaboration, expand audience reach and increase awareness of WMHT's mission and programming.

. REQUIREMENTS:

- 5 years' experience working in role in corporate, nonprofit or ad agency marketing
- Management/supervisory experience is required
- Bachelor's degree in communications, marketing, related field, or equivalent work experience
- Track record designing and executing successful integrated marketing and public relations campaigns
- Demonstrated experience with marketing and communications management best practices: managing accounts, working with community partners, overseeing large projects, and servicing day-to-day requirements of stakeholders
- Excellent knowledge of digital communications including social media, programmatic advertising, email marketing and SEO/SEM
- Experience in budget management and tracking to goals
- Experience conducting audience and persona research
- Understanding of branding and graphic design best-practices
- Familiarity with print/collateral marketing materials and production
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews
- Ability to speak effectively before groups and individuals.
- Demonstrated writing and editing skills
- Event planning and marketing experience
- Commitment to the mission and goals of public broadcasting
- Strong communication and interpersonal skills
- Ability to build relationships and work cooperatively with people at all levels in the organization and with a wide variety of people in the community
- A valid driver's license and good driving record is required

The yearly salary range is \$85,000 - \$110,000

Primary series COVID vaccine required. Request for accommodations due to medical or religious reasons may be submitted.

To apply, please email a cover letter, resume and writing samples to vbelden@wmht.org or mail to:

**Valerie Belden
WMHT
4 Global View
Troy, NY 12180**

WMHT Educational Telecommunications is an equal opportunity employer. The community and audience we serve is diverse, and we wish to foster that diversity in our workplace. Toward that end,

WMHT does not discriminate against individuals in hiring, employment or promotion on the basis of race, religion, color, sex/gender, gender identity and gender expression, age, marital status, national origin, sexual orientation, citizenship, handicap or disability, veteran or military status, political belief, pregnancy, genetic information or any other characteristic protected by law.