

Position Specification

Membership Organization

Director, Marketing and Communications

The Company

Our client was founded in 1950 and is a private global network of chief executives connected around the shared mission of becoming Better Leaders through Education and Idea Exchange™. This lifelong network of trusted peers supports more than 25,000 chief executives across more than 130 countries. Members' companies employ approximately 15 million people generating \$6 trillion US in annual revenues.

The Position

Location

The offices are located in Irving, Texas. However, this role could be based from a home office for someone residing outside the DFW area. Because of the global nature of this role, being based in the Central or Eastern US time zone is preferred.

Reporting Relationship

The Director, Marketing and Communications will report directly to the Chief Marketing Officer. Span of control for the Director position is 8 FTEs, with three being direct reports and 5 being direct reports of the direct reports. This team is supplemented by SOWs, agencies and contractors as needed.

Position Overview

This position is the strategic and management lead for the marketing partnerships center of excellence in the global marketing communications department of the company. This leader is responsible for planning, development and implementation of marketing communications plans and activities for major channels and programs which serve company members (such as Chapters & Regions, Networks, Forum, Learning & Insights, Family, Membership Development) and external marketing partnerships with global strategic alliances and the media. This hands-on leader builds strong, trusting relationships with a broad range of member leaders, management organization leaders, global strategic partners and global media groups to increase company member engagement and value, and enhance the company's global brand image and profile.

Responsibilities

- Serve as the lead marcom partner (client service) to the major internal channels and programs that serve company members such as Chapters & Regions, Networks, Forum, Learning & Insights, Family, Strategic Alliances, and Membership Development.



- Establish strategic direction, development and implementation of integrated marketing communications plans, creative messaging and delivery of timely communications across all company global communications channels in support of the company's vision, mission and strategic goals.
- Develop and implement specific communications plans and activities to increase company member engagement and value, enhance the company's global brand image and profile, and support company prospect development initiatives.
- Build relationships with a broad range of member leaders, management organization leaders, global strategic partners and global media groups.
- Lead, develop and inspire a global team of marketing communications managers dispersed around the world to deliver marketing communications solutions to support all 15 global company regions.
- Serve as the lead marcom partner to the company's external global strategic alliances, including UBS, EY and Salesforce, to design and execute partner communications inside and outside the company.
- Contribute to raising the global company brand profile through strategically promoting company member thought leadership and impact through all forms of media, company events and company communications channels while also generating media and partner interest in the organization.
- Develop tactics, track and report campaign progress through global metrics, assure brand communications quality standards, plan and track annual budget and evaluate team and individual performance.
- Serve as member of CART (Crisis Action Response Team), as needed, to draft and strategize on crisis communications.

Travel

- Some travel required

The Candidate

Education

Bachelor's degree in marketing, communications, or relevant field. Master's degree in marketing or communications preferred.

Professional Experience

- Minimum 10 years of team leadership experience in a marketing/advertising/PR agency, consultancy and/or corporate marketing/communications department of a global organization.
- Global experience through work or school.
- Hands-on experience in formulating and driving short-term and long-term integrated brand communications plans, strategies and activities.
- Cross-functional team and project management for complex and organization-wide projects. Accustomed to managing numerous projects and demands from multiple, diverse stakeholders.





- Background in strategic and crisis communications planning and execution.
- Track record of successful experience and leadership in: planning, development and implementation of comprehensive and integrated brand communications (including email, online marketing, social media, mobile apps, public/media relations, advertising, and new product launch).
- Proven history of leadership of client services across multiple, high-activity clients; strategic brand/product positioning and messaging development; successful media/public relations; and marketing budget management.
- Strong working knowledge of strategic, integrated communications and their digital and social evolution as well as print, digital, broadcast and social media.

Personal Characteristics

- Exemplary client service acumen and delivery, individually and as a team leader.
- Adept creative problem solver with can-do service attitude.
- Excellent team and individual relationship builder. Ability to work well as a team leader and as a team member with a remote workforce.
- Master of cross-functional and cross-cultural team project management.
- Hands-on attitude. Operates as an effective tactical as well as strategic thinker.
- Strong creative, strategic, analytical, and interpersonal skills.
- Big-picture thinker – able to see how different, disparate pieces fit together.
- Exemplary organizational, written and oral presentation skills; polished speaker and presenter.
- Resolute attention to detail with keen regard for brand image and reputation.
- A strong interest in global business and personal and professional growth. A multicultural thinker able to support all 15 company regions around the world.

To learn more about this opportunity or provide a confidential referral, please contact:

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