



# The Exodus Road®

## EMPOWERING RESCUE

<b>Job Title:</b>	<b>VP – Marketing</b>
Job Location:	Colorado Springs, CO
Reports to:	CCO (Chief Communications Officer)
Department:	Communications & Marketing
Salary:	Commensurate with skills and experience
Hire Date:	August 2019

### Job Description

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#### *Organizational Overview:*

The Exodus Road (TER) envisions a world where victims of human trafficking are freed and those who enslave them are brought to justice. The Exodus Road will accomplish this vision by utilizing covert investigations teams to assist law enforcement in identifying victims, collecting evidence against traffickers and advocating for police action.

#### *Position Overview:*

Reporting to the CCO, the VP of Marketing will serve as an integral member of the senior management team. The Vice President of Marketing will be responsible for the development of TER's communication and marketing strategy (emphasis on digital marketing) and will contribute to organizational strategic planning process. The VP will develop an innovative, quality, professional communications and marketing plan for TER, directly managing communications activities that promote, enhance, and protect the organization's brand reputation. The goal is to advance the organization's position with current donors and audiences, as well as to drive broader awareness and donor support for the organization. The VP will be responsible for TER's varied and integrated communications products and services including both print and digital marketing. He/she will also develop and implement a strategic digital marketing plan and team utilizing innovative storytelling, email marketing, website growth, and social media engagement strategies.

## Key Responsibilities

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### *Communications Strategy, Vision and Leadership*

- Develop and implement an integrated strategic communications plan to advance TER's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- Create marketing/public relations strategy that will allow TER leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Serve as communications counselor to TER leadership.
- Cast vision for and maintain the Department budget.

### *Marketing Operations*

- Oversee development of all TER print communications including the annual report, print materials for both internal and external use, and all other marketing materials.
- Strategize and aggressively implement a strong digital marketing strategy for growth, engagement and conversion across all digital platforms - website, social media, email marketing.
- Oversee the day-to-day activities of the Dept. including budgeting, planning, and staff development.
- Focus on targeted email marketing strategy with potential and current donors, working closely with the Advancement Department on growing donor base.
- Support other TER Departments and the organization as a whole in their communications, documents, or copy editing needs.
- Enhance and implement current system of content production process to produce professional, creative, innovative, and intentional content across all channels.
- Understand and drive the use of various tech platforms and tools to enhance productivity and impact.

### *Team Development/Management*

- Recruit and manage a marketing team to support the development and execution of the communications strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and salary adjustments.
- Adhere to and exemplify TER's organizational culture, personally and as a team.

## Qualifications & Skills

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- Bachelor's degree in journalism, communications, or related field is required; Masters Degree is preferred.
- Minimum 5 years experience in a significant management role of a highly-productive marketing team.
- Minimum of 8 years experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, digital marketing and other print publications.
- Extensive successful writing and editing experience with a variety of print and online communications media.
- Demonstrated experience and leadership in managing a comprehensive strategic communications, influencer relationships, and digital marketing program to advance an organization's mission and goals.
- Proven track record of leveraging digital marketing for leads and conversions.
- Strong understanding of analytics and technology as it interfaces and impacts growth strategies.
- Creative and strategic in utilizing new media technologies and trends.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Experience in building, mentoring, and coaching a team of communications specialists.
- Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills.
- Understanding of key growth tactics - including retargeted ads, Google Adwords, Facebook advertising, audience development.
- Self-reliant, professional positive, collaborative, results-oriented and energetic leader.
- Ability to make decisions in a changing environment and anticipate future needs.
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, TER's Board of Directors and staff.
- Passion for TER's mission of freedom, culture, and growth as an organization.
- Track record in the utilization of email marketing tool, Hubspot, is a strong preference, but not required.
- Graphic design skill, or strong visual design insight, a preference.

## Apply

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**To apply, please send a resume and cover letter to [careers@theexodusroad.com](mailto:careers@theexodusroad.com). Please include job position in the subject line. The position is available for immediate hire, with applications considered on a rolling basis.**

*The Exodus Road is an equal-opportunity employer and does not discriminate based on gender, race, ethnicity, sexual orientation, marital status, physical ability or any other legally protected basis. TER evaluates all candidates on a merit basis.*