



POSITION DESCRIPTION

Job Title: Head of Communications and Marketing
(title commensurate w/ experience)

FLSA Status: Exempt

Department: Communications

Reports To: President/CEO

Location: Washington, DC

Travel: Yes

Prepared Date: 03/01/2021

SUMMARY:

Lead communications efforts of a national trade association representing the venture capital (VC) industry and the companies they support. Lead strategic communications and public relations activities, including the conceptualization and execution of integrated communications campaigns in support of association priorities; and serve as the primary point of contact with the media and official spokesperson of the association. Reporting to the President and CEO, the successful candidate will work collaboratively across all departments on a broad range of association activities, including public policy advocacy, venture capital trends and research, member relations, new business development, and event production.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Strategic Communications – Develop and oversee execution of integrated strategic communications plans in support of association’s mission and key priorities.

Media Relations – Cultivate strong relationships with the media and proactively secure coverage of association and its priorities. Serve as the first point of contact for media inquiries, field and respond to all inbound inquiries, and manage spokesperson opportunities for NVCA staff and members.

Public Policy: Work as a partner to the government affairs team in support of core policy objectives of the organization and its members. Develop integrated communications campaigns to build awareness of NVCA’s position and activities on core public policy issues.

Research: Collaborate with the research team on the development and release of annual, bi-annual, and periodic research projects, as well quarterly Venture Monitor report in partnership with PitchBook data and sponsors.

Marketing: Coordinate with the membership and development team in support of association marketing activities to attract and retain members. Develop marketing strategies, strategic content, email, social media, and website campaigns, and collateral to support membership, event, and other business activity goals. Creatively increase brand awareness, visibility, and relevance of the association through channels frequented by the VC industry. Operationalize methods for tracking metrics and increasing marketing reach.

Stakeholder Communications: Responsible for all stakeholder communications, including daily, weekly, quarterly, and annual email newsletters and updates, periodic public policy updates, and other important announcements to select audiences (including presenting to the NVCA Board of Directors). Conceptualize, develop, and execute new and innovative delivery methods to reach desired audiences. Operationalize methods for tracking and increasing communications metrics.

Writing: Draft op-ed articles as required, with the goal of placements in top-tier publications read by the policy and VC communities.

Website: Manage NVCA website, including structure, design, and content. Work with outside vendors on refinement and ongoing site development and maintenance.

Social Media: Oversee management of all social media channels in support of and in coordination of association priorities. Develop new ways to promote NVCA activity through social media channels.

Member Peer Group: Manage programming and support for Strategic Communications Group (comprised of 130+ marketing, communications, and investor relations professionals at member firms). Responsibilities include quarterly networking events, organizing and hosting annual summit, and ongoing support to peer group members.

Events: Play a significant role in organizing the NVCA Leadership Gala and VC Awards flagship event (held typically in person but in a virtual format during COVID-19 precautions). Manage marketing efforts for other events and programming throughout the year and assist with the production of events as needed.

QUALIFICATIONS/EXPERIENCE:

- At least eight years of experience in communications, social and digital media, public relations, or marketing, including time spent serving as an official, on-the-record spokesperson.
- Experience working on Capitol Hill or in the executive branch preferred, but demonstrated experience working in a policy environment acceptable.
- Experience in media training and/or public speaking and presenting is preferred.
- Experience with trade associations or other membership-based non-profits is preferred.
- Exceptional track record of developing and executing integrated strategic communications plans and campaigns that deliver measurable results.

- Demonstrated experience securing top-tier media coverage.
- Exceptional writing and strong editing skills with attention to detail.
- Commitment to experimentation and implementation of new tools and techniques to reach desired results.
- Experience working with or managing industry third parties and vendors on multimedia projects.
- Strong project management skills with ability to meet tight deadlines and goals while working on a fast paced, small team.
- Ability to work collaboratively across teams to reach organizational goals.
- Experience managing teams and providing mentorship to support growth and development of direct report.
- Ability to manage up and see around corners in support of President and CEO and Board of Directors.
- Bachelor's degree from a four-year college or university, graduate degree a plus.
- Passion for and/or curiosity of venture capital, startup ecosystem, and entrepreneurship.

SUPERVISORY RESPONSIBILITIES:

Directly supervises the Manager of Communications & Digital Strategy. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

COMPUTER SKILLS:

Proficient in Microsoft Outlook, Word, Excel, and PowerPoint. Working knowledge of Salesforce or other CRM, Slack, VC/PE databases such as PitchBook a plus. Familiarity with WordPress and/or HTML/CSS; basic graphic design skills, including knowledge of Adobe Illustrator, a plus.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

OUR COMMITMENT TO DIVERSITY AND INCLUSION:

NVCA is committed to creating a work environment in which everyone on our team is engaged and performing at high levels, and where differences in outlook, perspective, and background are seen as adding value. We strive to attract, invest in, and develop the talents of people of diverse backgrounds who reflect the society and community in which we live and do business. We believe that enhanced business relationships, greater innovation, increased productivity, and better decision-making result from the diverse and inclusive culture we seek to foster.

Application Process: Please submit resume with cover letter and salary requirements to:
msolomon@nvca.org