

# EXECUTIVE POSITION PROFILE

## Director of Marketing, Branding, and Advertising






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# I. Opportunity

## Position Summary

AGU is recognized as an innovator among scientific organizations and a world leader in advancing Earth and space science. We strive to lead — pioneering new ways to grow the exchange of scientific knowledge, encouraging the emergence of new and transdisciplinary fields of study, evolving our programs and operations as we anticipate the changing needs and expectations of our global community, and leveraging our science to help society.

AGU is striving to make two big shifts: 1) evolving from a traditional function-based organization become a collaborative and deeply ‘matrixed’ organization, and 2) moving from a program-focused operational model to a user-focused service model with an emphasis on creating a consistent and unified experience of AGU for all stakeholders. The marketing team plays an essential role in driving and supporting these changes.

The Director, Marketing, Branding and Advertising is responsible for advancing a holistic marketing strategy that builds the value of AGU’s brand and maintains a strong and unified voice, messaging and brand positioning. The Director will lead the marketing team and the branding and design team as they collaborate across AGU to develop and adopt user-focused value propositions and leading-edge digital marketing practices, and thereby strengthen the culture and practices that support these imperatives. The result will be continuous learning and improvement in our marketing and organizational efficiency, effectiveness and clarity.

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## Essential Job Duties

- Develops and oversees execution of AGU’s marketing and branding strategy by:
  - Partnering with the Strategic Communications team and collaborating with others to create Marketing & Communications plans for major initiatives and projects, announcements, and services.
  - Developing and regularly updating a message framework that resonates with the Earth and space science community, fostering engagement and building excitement about the many ways AGU supports their science.
  - Creating user-focused value propositions that are reflected across programs, channels and platforms.
- Conferring with strategic initiative leaders and programs to identify and align goals and objectives that clarify and inform marketing plans.
- Ensuring that visual branding and design are fully incorporated and leveraged.
- Implements integrated, relationship-based marketing that supports long term engagement by:
  - Creating a unified and seamless experience for the user/community member in all interactions (digital, virtual and in person), from the first anonymous visit to an AGU digital platform through the multi-year lifecycle of membership and other engagements; building word of mouth and strengthening the AGU community.

- Playing an essential role in discovering and establishing organizational understanding of the known and unknown needs of the audiences AGU wishes to engage through participation in research and related endeavors.
- Participating in the early development of services and products with an 'outside-in' design process.
- Supports the development and execution of the marketing and branding aspects of AGU's multi-year digital transformation including:
  - Overseeing the marketing staff's efforts to embrace marketing automation tools.
  - Utilizing data, advanced analytics, machine learning, A/I and increasingly sophisticated tools of omni-channel communications and engagement.
- Oversees and supports an effective advertising program that grows revenue and relationships.
- Supports the marketing and branding and design teams' efforts to fully engage staff in the work that relates to their programs and AGU overall.
- Supervises the Manager of Marketing and Manager of Branding and Design; develops the marketing and branding and design teams and provides them with opportunities for learning and growth.
- Serves as a team leader and team member on cross-departmental projects and initiatives.
- Other duties as assigned.

## Essential Values

- **Accountability: Own it**  
Takes personal responsibility for the things that go right and the things that go wrong.
- **Excellence: Give your all**  
Commits to learning and growing as a professional and incorporating knowledge into work.

- **Teamwork: Together everyone achieves more**  
Must be able to work collaboratively with others to achieve shared goals and outcomes that contribute to the mission, vision and strategic plan of AGU.

## Qualifications

- Deep knowledge of marketing and branding strategy and execution.
- Solid understanding of the utilization of digital platforms and channels for marketing purposes.
- Understanding of marketing automation, and the uses of marketing data and analytics.
- Advanced message development experience and copy-writing abilities.
- Strong verbal and written communication skills.
- Experience with audience or customer research and product development.
- Strong interpersonal and relationship-building skills; talented at building consensus, inspiring others to action and leading cross-functional work teams, both with and without explicit authority.
- Ability to influence and engage direct and indirect reports and peers.
- Advanced listening and coaching skills.
- Ability to exercise highest level of discretion on both internal and external confidential matters, and to maintain high level of confidentiality, included but not limited to strategic planning initiatives, contracts, budgeting, and personnel matters.
- Effective and reliable collaborator and partner.
- Ability to strategically solve problems and make effective decisions.
- Demonstrated flexibility and creativity.
- Strong desire and ability to drive and manage change.
- Ability to effectively turn things around when needed, and drive for results.

- Demonstrated ability to plan, analyze and coordinate activities; effective project management abilities.
- Ability to multitask under pressing deadlines.
- Demonstrated attention to detail.
- Experience and in-depth knowledge of computer software and demonstrated proficiency with MS Office (Word, Excel, PowerPoint, Outlook).
- Ability to travel.

## Experience

- 10+ years professional experience with Bachelor's degree; 8+ years with Master's degree in business, marketing or related field; or equivalent combination of education and experience.
- At least 5 years of senior experience leading/managing a marketing team is required.
- Prior successful experience implementing a holistic, integrated marketing program.
- Prior digital transformation experience highly desirable; experience with enterprise platforms is also desirable.
- Experience developing contracts and overseeing consultants.
- Experience managing an expense budget and setting and achieving annual revenue targets.

## Physical Environment

- Repetitive motion, substantial movements of the wrist, hands, and fingers
- Walking and standing occasionally required, sitting a majority of the time
- Using computer screen and/or read for extensive periods of time
- Occasional lifting, carrying, pushing, or pulling of up to 10 lbs.
- Extended working hours and travel may be necessary

## Working Environment

All employees are responsible for their own safety, as well as that of others in the workplace. To help us maintain a safe workplace, everyone must be safety-conscious at all times. This position is performed in a typical offices environment. The noise level in the work environment is usually quiet to moderate.

## Disability Specifications

AGU will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990.

## II. Organizational Overview

### The Organization

AGU is the premier scientific organization for the worldwide Earth and space science community of approximately 300,000 scientists. AGU science spans 23 major disciplines, and nearly 60,000 members from 139 countries affiliate with AGU.

AGU is governed by a partnership of volunteer leaders and staff. The strategic plan, developed by volunteer leaders in 2010, sets the direction and drives the work of AGU. The Board of Directors is responsible for strategy, and for the business, organizational and legal affairs of AGU. The Council, consisting of leaders who represent the breadth of AGU sciences, oversees scientific affairs. AGU staff develop and execute strategies to manage the organization, partnering with the Board and Council and others to advance and implement the strategic plan. Members volunteer on committees and task forces, serve as editors and reviewers for journals, and participate in thousands of meeting presentations, and all play a vital role in strengthening AGU for the future.

The primary leaders of AGU are the AGU President, who chairs the Board; the AGU President-elect, who chairs the Council; and the Executive Director/CEO who leads the staff. All three participate in Board and Council meetings to ensure consistency, continuity and communication.

### AGU At a Glance

- 60,000 Members
- 20 Journals
- 24,000 Fall Meeting Attendees
- \$36 million annual budget
- 140 staff
- 4–10 Annual Conferences
- 8–10 Annual Congressional Briefings
- Nearly 300,000 social media followers

### AGU Vision

AGU galvanizes a community of Earth and space scientists that collaboratively advances and communicates science and its power to ensure a sustainable future.

### AGU Mission

The purpose of the American Geophysical Union is to promote discovery in Earth and space science for the benefit of humanity.

### Strategic Plan

AGU's strategic plan sets the direction for the organization and drives the work of the Board, Council, other volunteers and staff. Each Board and Council agenda item is linked to the strategic plan, and the plan is supported by AGU's annual budget and operating plan as well as a multiyear plan approved by the Board of Directors.

AGU's strategic plan includes our mission and core values, our vision and envisioned future, and four strategic goals, supported by 28 strategic objectives. In 2010, member and staff leaders identified the eight top priority objectives of the plan. Each year, AGU publishes an annual report outlining how the strategic plan is being implemented.

Visit [sites.agu.org/leadership/strategic-plan/](https://sites.agu.org/leadership/strategic-plan/) to learn more.

### What We Do

AGU is a leader in the scientific community with an eye for innovation, rigor and interdisciplinary focus related to a wide range of critical global issues. We publish 20 world-renowned scientific journals on a broad array of topics, and our digital library includes over 70,000 articles dating as far back as 1896. Each year we host between four and ten conferences including the leading annual Fall

Meeting which brings together 24,000 scientists from around the world—designed to advance and promote scientific knowledge, drive innovation, inform policy, and facilitate essential collaboration between researchers and other stakeholders in the public and private sectors. The 2018 Fall Meeting will be held in Washington, D.C. providing a special opportunity to connect with global and national policy makers and leaders. It also marks the launch of AGU's Centennial celebration by observing 100 years of Earth and space science accomplishments and setting the stage for the next 100 years of breakthroughs.

## Why Our Science Matters

Throughout history, communities, regions, and nations around the globe have reaped the benefits that come from investing in scientific research and development. Companies that employ tens of thousands of people and contribute tens of billions of dollars to the global economy were born from a single research grant. Technologies that represent the first line of defense against hurricanes, tornadoes, floods and droughts for hundreds of millions of people worldwide are the result of the type of scientific innovation that is fostered in labs every day.

Our members work for universities, research institutions, and federal, state and local government agencies, as well as corporations and non-profit organizations. Their research encompasses everything from:

- Searching for and managing natural resources like energy and water
- Predicting why, when, and how natural and man-made hazards and disasters will impact our communities and developing ways to warn and protect us
- Studying the causes and impacts of climate change and finding ways for us to mitigate and adapt to them
- Understanding how the Earth, oceans, heliosphere, solar system and exouniverses work and what it means for our past, and our future.

## AGU Officers (Executive Committee)

- **Eric A. Davidson**  
President
- **Louise Pellerin**  
General Secretary
- **Robin Elizabeth Bell**  
President-elect
- **Margaret Leinen**  
Past President
- **Susan Webb**  
International Secretary
- **Christine W. McEntee**  
Executive Director/CEO

## Digital Presence

AGU has an extensive digital presence, starting with its main website at: [sites.agu.org](https://sites.agu.org), which will soon be re-envisioned and re-created as part of a bold Digital Transformation Initiative now underway. As part of the DTI, AGU plans to offer a set of open APIs that will enable and invite community creation of tools and services, such as those that identify research trends or enable connections among people.

Visit [Eos.org](https://eos.org), AGU's Earth and space science news and information site to see the first online product that was re-created through that effort.

AGU is active on many social and community platforms

- [Facebook.com/AmericanGeophysicalUnion](https://Facebook.com/AmericanGeophysicalUnion)
- [Twitter.com/theAGU](https://Twitter.com/theAGU)
- [Blogs.agu.org](https://Blogs.agu.org)
- [YouTube.com/user/AGUvideos](https://YouTube.com/user/AGUvideos)
- [Instagram.com/americangeophysicalunion](https://Instagram.com/americangeophysicalunion)
- [AmericanGeophysicalUnion.tumblr.com](https://AmericanGeophysicalUnion.tumblr.com)
- [Linkedin.com/company-beta/34481](https://Linkedin.com/company-beta/34481)
- AGU Connect <https://connect.agu.org/home>

# III. About Vetted Solutions

**Vetted Solutions** is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches pages on our website at: [www.vettedolutions.com](http://www.vettedolutions.com).



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