

EXECUTIVE POSITION PROFILE

Vice President, Communication, Marketing, and Media Relations (CMM)



This search is being conducted by:

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I. Opportunity

Purpose of Position

AGU is recognized as an innovator among scientific organizations and a world leader in advancing Earth and space science. Established in 1919, AGU is celebrating its Centennial. Current membership spans 137 countries, comprises more than 60,000 members and is the world's largest society promoting geophysical endeavors of Earth and space scientists.

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

The **Vice President, Communication, Marketing, and Media Relations (CMM)** position is key in assisting AGU to promote discovery in Earth and Space science for the benefit of humanity by being strategic in focus.

As a member of the AGU senior team, the Vice President, CMM will be responsible for strategic guidance and implementation of integrated marketing, media and brand strategies that facilitate outreach and increase engagement among AGU's member scientists, staff, and key external audiences.

The Vice President will work closely with several Board Committees, and will collaborate and engage with AGU leadership and relevant committee chairs and members.

Primary Responsibilities

- Develops a broad appreciation of AGU's mission and value, priorities and objectives, member and stakeholder interests, and content assets, in order to articulate and recommend a framework on which to build a well-coordinated and integrated marketing, media relations, and communications plan.
- Leads the development of AGU's annual marketing, media relations, and brand strategy plans. Presents and gains buy-in for programs from management and Board. Implements and monitors programs effectively to achieve impact, within budget, across multiple marketing channels.
- Develops creative story angles and consistently secure coverage in print, broadcast and online media outlets.
- Researches new media platforms, trends, and industry opportunities, with focus on earned media programs and campaigns. Secures new media partnerships.
- Promotes the use of current social media and engagement tools by both membership and staff to amplify AGU's communications impact and outreach.
- Plays a lead role in advancing the use of up-to-date digital marketing, communications, social networking, and collaboration strategies for AGU. Works with senior team and the broader organization to find innovative ways to expand the use of technology and interactive digital platforms to disseminate news, distribute information, bring stakeholders together, and enhance the sharing of scientific knowledge and inquiry about the Earth and space sciences.
- Leads transformation of member publication EOS into a timely digital news and information property. Maintains an effective secondary print strategy as appropriate.

- Partners with other scientific societies, corporations, federal agencies, and other non-profit and industry organizations as needed to achieve objectives of media and communications strategies.
- Stays current with trends in for-profit and non-profit marketing, media relations, membership and customer engagement strategies, and digital communications.
- Supervises and develops the Communication, Marketing and Media Relations (CMM) team and provides them with opportunities for learning and growth.

Organizational Responsibilities

- Serves as a member of the AGU senior staff. Collaborates with senior management to recommend organizational changes within the CMM department, as needed, to better deliver on goals and objectives.
- Manages annual department budgets and capital expenditures and deploy resources in accordance with agreed-upon goals, policies, budgets, and staffing plans.
- Interacts and collaborates with AGU Board.
- Serves as a team leader and team member on cross-departmental projects and initiatives.

Essential Values

- **Accountability: Own it**
 - Takes personal responsibility for the things that go right and the things that go wrong.
- **Excellence: Give your all**
 - Develops and implements systems, processes and approaches that continually anticipate and exceed the expectations of AGU customers.
 - Projects, communicates, and inspires a positive understanding of and support for the AGU mission and strategic plan.
- **Integrity: Do the right thing**
 - Acts in an ethical manner in words, deeds and actions; demonstrates commitment and care to colleagues, members and customers.

- **Member & Customer Service: Members & Customers first**

- When problems do arise, takes responsibility to make things right.

- **Respect: Earn it and give it**

- Creates and encourages a learning environment among departmental staff.
- Empowers staff to make decisions consistent with their level of authority.
- Demonstrates fairness and respect working with diverse cultures and personalities.

- **Teamwork: Together everyone achieves more**

- Establishes, promotes, and facilitates a team-oriented environment focused on continuous improvement.
- Seeks and maintains strong interdepartmental interactions, both formal and informal and ensures the actions of the overseen departments actively support the strategies and activities of other departments and AGU overall.

Qualifications

- Deep knowledge of marketing and communications strategy and execution.
- Proficiency in media relations, including creating and driving both traditional and social media outreach plans.
- Solid understanding of the utilization of digital platforms and channels for marketing and communications purposes.
- Excellent verbal and written communication skills.
- Ability to communicate easily and effectively with technical and non-technical audiences, including scientists and researchers.
- Strong interpersonal, leadership, customer service, and relationship-building skills.
- Diverse partnership-building experience, such as nonprofits, corporations, and government.
- Report preparation and research skills.
- Strong attention to detail.
- Ability to multitask under the pressing deadlines.
- Proven supervisory and coaching skills.

- Ability to exercise highest level of discretion on both internal and external confidential matters, and to maintain high level of confidentiality.
- Must be able to perform responsibilities with composure under stress of deadlines/requirements for accuracy and quality and/or fast pace.
- Demonstrated ability to drive strategic concepts to execution.
- Ability to adjust and course correct based on data and feedback to achieve or exceed goals.
- Highly effective project, vendor, and budget management skills.
- Able to sell ideas and use strong diplomatic skills in conjunction with communication abilities.
- Ability to travel up to 25%.

Education and Experience

- 15+ years of experience with a bachelor's degree in marketing, communications, journalism or a related discipline, with at least five years of experience at a senior management level; or equivalent combination of education and work experience.
- Master's degree is a plus.
- Previous experience working in a membership organization environment with a board of directors preferred.

Digital Presence

Website: www.agu.org

Twitter: [@theAGU](https://twitter.com/theAGU)

LinkedIn: [/American-geophysical-union](https://www.linkedin.com/company/American-geophysical-union)

II. About Vetted Solutions

Vetted Solutions is a Washington, D.C. based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions. For confidential consideration, please email your resume and cover letter to AGUCMMSearch@vettedsolutions.com or contact Vetted Solutions at +1 202 544 4749.



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