

EXECUTIVE POSITION PROFILE

Vice President, Content



This search is being conducted by:

VettedSolutions

Washington, DC • Chicago, IL • Los Angeles, CA

Telephone: +1.202.544.4749

 vettedolutions.com  [@vettedolutions](https://twitter.com/vettedolutions)  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

Vetted Solutions is a proud member of:



I. Position Description

Summary

Reporting to the Chief Marketing Officer, the **Vice President, Content** provides strategic and tactical leadership of AVIXA's content development efforts globally. This role is a full-time, salaried position located at AVIXA's headquarters offices in Fairfax, VA.

Responsibilities include strategic development of new content at AVIXA's InfoComm U.S. tradeshow and at the Association's in-person U.S. conferences; the development and execution of content strategy across multiple online media, including websites and e-mail newsletters, among others; the development of media-driven sponsorship opportunities; and the creation of new platforms with the goal of adding more digital value to AVIXA's global membership.

The successful candidate will also act as a key influencer in the development of content strategies for AVIXA's partner-run tradeshows around the world, and as a source of innovation and insight for the Association's membership teams in all regions.

The ideal candidate will possess a strong analytical mind; a deep interest in curated media; proven organizational skills; a track record of achieving desired results while working collaboratively in a team environment; and the ability to adapt quickly to evolving organizational and market needs.

Major Duties & Responsibilities

- Enhances the in-person and online content capabilities of the Association by building and managing a team capable of executing the necessary strategies and tactics.
- Ensures that all content development efforts across the Association are coordinated, support strategic objectives, and are an effective use of resources.
- Provides sound financial management of content development budgets, including ongoing analysis of consultant contracts and other third-party costs.
- Evaluates the efficacy of existing online content tools and platforms; makes recommendations to peers and leadership as to the implementation of replacement or additional platforms; oversees said implementation following approval.
- Utilizes registration data, online analytics, survey findings, and other data sources to evaluate market reaction to and adoption of content; adjusts content strategy and output accordingly.
- Works with peers both inside and outside the Marketing Department in enhancing the latter's content marketing to aid lead generation, audience development, and customer acquisition.
- Works with the Association's various sales functions to ensure the timely creation of sponsorship opportunities based on audience segmentation, the value of those audiences, and the degree of access to them through co-branding.
- Works with the Senior Director, Strategic Relationships and the Director, Content Development to maximize the value of partner organizations in the development of joint content offerings, both in-person and online.
- Works with the Senior Director, Communications and the Senior Director, Market Intelligence to leverage the insights gained by their respective programs in the development and direction of new content offerings.

- Acts as a conduit between program managers and the Marketing Department's Business Intelligence function, advising on new opportunities created by industry and market trends, and outlining threats to the success of existing programs as indicated by audience data and/or the competitive business environment.
- Other duties as assigned.

Qualifications

The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Excellent verbal and written communication skills.
- Extensive B2B content-generation and content-curation experience.
- Editorial management and development skills, with particular emphasis on digital content strategy and implementation, website content management, and UI/UX design.
- Proven expertise in the synergistic deployment of content with digital marketing tools, including marketing automation, SEO, social media, and online remarketing.

- Experience in developing and implementing strategies for online customer value creation, including websites, apps, e-commerce platforms, and social and community platforms.
- Experience in utilizing CRM (Salesforce preferred) or similar customer data management tools to refine audience segmentation and targeting of content.
- The ability to work closely with Business Intelligence, Market Analytics, Data Governance, Public Relations, and Communications functions in the delivery of joint objectives.
- Experience of working internationally preferred.
- Technology industry experience preferred.

Education

A minimum of three years of post-secondary education, with a major in media, marketing, and/or communications preferred.

Experience

A minimum of six years' experience in an editorial, publishing, or content creation environment, preferably in a B2B and/or technology space. Relevant experience in a non-profit association and/or a global organization, and some knowledge of the audiovisual industry, is helpful.

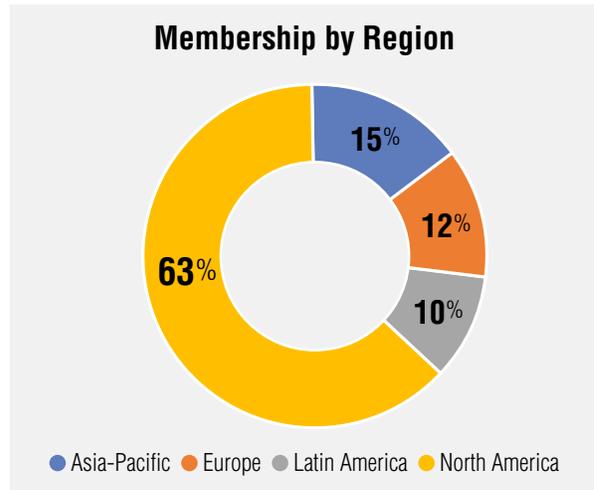
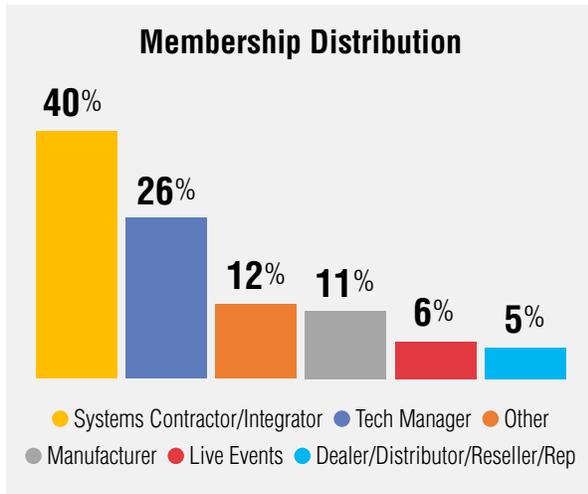
II. Organization Review

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association and professional society serving the audiovisual industry.

Established in 1939, AVIXA has almost 6,000 members, including manufacturers, systems integrators, dealers and distributors, consultants,

programmers, rental and staging companies, technology managers, IT professionals, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes.

AVIXA is a hub for professional collaboration, information, community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership.



Strategic Plan

The audiovisual industry transforms content, space and technology to create integrated experiences. AVIXA strives to be the trusted hub for the audiovisual industry and a catalyst for global market growth. We do this through five strategic initiatives:

- Create New Content and Programs
- Reinforce the AVIXA brand
- Increase Targeted Industry Awareness
- Improve Market Intelligence & Data
- Reinvent Our Value Proposition

About the Audiovisual Industry

The audiovisual industry currently generates \$186 billion a year, according to AVIXA's 2018 Industry Outlook and Trends Analysis, and is projected to be a \$229 billion global industry by 2023.

Complex AV systems have become essential to the operation of government, institutions and corporations, resulting in a growing need not only for equipment but for installation, integration and managed services contracts.

The AV industry is strong, despite a challenging global business environment, because society relies on AV technology to facilitate essential communications. In order to meet the future needs of our customers, the audiovisual industry will require a well-trained workforce to respond to ever-growing customer needs.

Corporations, educational institutions and government agencies are the three largest consumers of audiovisual products and services. However, healthcare is the fastest growing market for AV goods and services. The increased need for communication and collaboration in these environments is fueling a reliance on AV.

Standards & Certification

As an ANSI Accredited Standards Developer Organization (ASD), AVIXA provides industry standards as the foundation for quality audiovisual systems. In addition, as an ANSI Accredited Certification Body, AVIXA offers the Certified Technology Specialist™ (CTS®) program — ANSI accredited audiovisual certification International Standard ISO/IEC 17024: 2012.

Audiovisual Events

AVIXA operates market-leading tradeshows and conferences around the world, either as sole owner or as a partner with other associations or for-profit companies. These events include:



The largest audiovisual industry exhibition in North America



The world's largest audiovisual industry exhibition



AV industry exhibitions in Brazil, Colombia, and Mexico



Chinese-market AV exhibitions in Beijing and Chengdu



AV exhibition and conference for the Indian sub-continent



The region's first dedicated exhibition and conference for audiovisual professionals



Oceania's only dedicated audiovisual industry event



Industry insight-sharing and thought leadership for AV executives



Conference focusing on Technology, Innovation, Design, and Experience

Executive Leadership Team

- **David Labuskes, CTS, CAE, RCDD**
Chief Executive Officer
- **Heidi A. Voorhees, MBA, CAE**
Chief Operating Officer
- **Greg Feehan**
Chief Financial Officer
- **Terry Friesenborg**
Chief Global Officer
- **Dan Goldstein**
Chief Marketing Officer

Locations

AVIXA has global presence, maintaining member-service operations in over a dozen countries worldwide.

Web Presence

www.avixa.org

III. About Vetted Solutions

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

For more information about Vetted Solutions, please visit us at:

 vettedolutions.com  [@vettedolutions](https://twitter.com/vettedolutions)  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

.....
Vetted Solutions is a proud member of:

