



POSITION PROFILE

Senior Vice President of Marketing

NAVC Overview

Founded in 1982 and headquartered in Gainesville, Florida, with offices in Orlando, Florida, the North American Veterinary Community (NAVC) is a non-profit organization providing world-class professional development to the global veterinary healthcare community. Its largest initiative, VMX, formerly known as the NAVC Conference, hosts more than 17,000 attendees each year. Other offerings include VetFolio, an online CE platform in conjunction with AAHA; the NAVC Institute; the Veterinary Innovation Council; an Industry Services Division; its official journals: *Today's Veterinary Business*, *Today's Veterinary Practice*, *Today's Veterinary Technician* and *Veterinary Advantage*; and the newest educational offerings: NAVC LIVE and NAVC Discovery. Visit NAVC.com for more details.

NAVC has a \$25 million budget and employs 60+ staff, split between offices in Gainesville and Orlando. The organization offers employees a competitive salary, bonus, and comprehensive benefits package that includes medical, dental, and life insurance, as well as a 401k plan. Most importantly, NAVC provides a fun, engaging, and collaborative working environment and culture where individual talents and strengths will be utilized to serve the veterinary profession and assist in achievement of the NAVC mission.

Position Objective

The Senior Vice President of Marketing (SVP) directly reports to the CEO and is responsible for developing and leading the implementation of a comprehensive marketing strategy and plan, which is aligned with the NAVC organizational strategic goals and priorities. The SVP will direct and manage the activities through a variety of channels that promote, enhance, and protect the organization's brand reputation and awareness. As a vital member of the executive team, the SVP will also provide leadership and management for digital marketing, market research and program positioning, as well as corporate social media, reputation and content management.

Position Responsibilities

- Develop and implement a strategic marketing plan to advance NAVC's brand identity, broaden awareness of its education programs and resources, and increase the visibility of its programs across key stakeholder audiences aligned with organizational priorities.
- Provide leadership and direction for the creation and execution of marketing programs, campaigns, and materials focused on the mission, brand awareness, messaging, promotion, advertising, and visibility.

- Lead, manage, train, and coach marketing staff; provide clear direction to staff.
- Integrate and become part of the overall NAVC family.
- Set goals for team members and hold each member accountable.
- Develop personal and professional development to help the team grow in their careers.
- Lead with a big picture vision, both tactical and strategic.
- Develop and oversee initiatives that promote, enhance, and protect the organization's brand reputation and awareness, as well as ensure consistency of messaging across all channels including social media.
- Lead and manage corporate reputation management and content management policies and processes.
- Direct and manage internal and external marketing materials and activities for new and existing programs, including educational offerings, journals, and resources.
- Lead planning, development, implementation, and monitoring of communications projects for advertising and promotional programs and public relations, including internet-based messaging.
- Develop strategy and manage market research and analysis projects to collect data on sales potential and market conditions for new and existing programs.
- Revise marketing strategy and plans, based on research, to meet changing market and competitive conditions.
- Build and extend NAVC's visibility and mission through cohesive marketing and branding efforts in partnership with key supporters.
- Develop and manage annual marketing budget, including revenue goals.
- Become an industry expert, stay current on content marketing, digital, and mobile-friendly advertising trends.

Accountability and Performance Measures

- Develops strong internal relationships with peers and team.
- Provides vision and critical strategic direction-setting for marketing functions aligned with NAVC's overall objectives, goals, and priorities.

- Takes ownership and identifies highest priorities for execution, resource (financial, staff, technologies) allocation, and timing.
- Achieves marketing and advertising revenue goals for all programs; operates within assigned budget parameters.
- Creates NAVC brand reputation and awareness strategy and plan.
- Build relationships with industry partners to identify and achieve mutual objectives for marketing and branding.

Qualifications

- Bachelor's degree in marketing, business or related field. Master's degree a plus.
- At least seven years of successful marketing experience, including strategy, planning, and execution responsibilities for branding, promotion, positioning, and advertising.
- Minimum of seven year's staff leadership, management, and development experience.
- Demonstrated working knowledge of current trends in content marketing, digital, and mobile advertising, as well as market and competitor research.
- Must be well rounded with a STRONG understanding of digital marketing and a background in creative or design.
- Strong writing skills with the ability to produce copy.
- Ability to manage multiple simultaneous projects from concept to completion under tight deadlines.
- Influential team leader and member with a proven ability to build consensus across multiple departments.
- Highly effective communication skills, including public speaking and presentation skills. Client-focused experience a big plus.
- Association experience a big plus. Knowledge of the Veterinary industry is not required, but would be helpful.

Position Core Competencies

- Sense of humor
- Accountability
- Communication Skills
- Critical Thinking
- Customer Orientation
- Flexibility
- Integrity & Trust

- Innovation
- Confident but no ego
- Comfortable in a very fast-paced environment
- Professionalism
- Results Oriented
- Taking Initiative
- Teamwork & Collaboration
- Time Management

Environmental Position Requirements

- Up to 30% travel
- All prospective employees must pass a background check
- Manage five direct reports
- Office based in Orlando

This search is being conducted by:

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