

EXECUTIVE POSITION PROFILE

Vice President of Marketing and Communications



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:



Table of Contents

Click any section in this Table of Contents to go directly to that page.

Click on the page number at the bottom of any page to return to the Table of Contents.

I. Position Summary	3
Primary Responsibilities	
Specific Responsibilities	
Organizational Responsibilities	
Education & Experience	
Personal Qualities	
II. Organization Overview	5
NPA's Mission	
What NPA Does	
The Organization	
NPA Staff	
National Parking Association Headquarters	
Web Presence	
III. About Vetted Solutions	6

I. Position Summary

The National Parking Association (NPA) seeks an experienced Vice President of Marketing and Communications. As part of the senior leadership team, you will lead the development and implementation of a comprehensive marketing communications program to exceed NPA's goals for branding, visibility, member communications, advocacy, and market growth.

The Vice President of Marketing and Communications reports to the NPA President and sets the overall strategic direction, manages and implements NPA's marketing, communications, public affairs, and national marketing results. The Vice President of Marketing and Communications will also lead traditional and online marketing and oversees the association's magazine, website, and social media channels.

This executive position has primary P&L responsibility for enterprise marketing management using Informz and association AMS, CMS system, and YM.com. Revenue responsibility is approximately \$750K.

Primary Responsibilities

- Build the association's market leadership position, and develop a strategic marketing communication plan for NPA which defines objectives, target audiences, key messaging and tactical mix.
- Construct a sustainable enterprise marketing management infrastructure and implement conforming processes and procedures throughout the organization.
- Lead public relations and public affairs, developing the organization's policy initiatives and building appropriate advocacy campaigns and toolkits to further the industry's objectives.
- Direct NPA branding, brand integration, online content planning, public messaging, and the strategic direction and implementation for social media outreach through NPA's blog, Facebook, LinkedIn, Twitter and YouTube communities.
- Serve as the editor in chief of PARKING magazine — achieve income and expense targets, oversee editorial planning, design, publishing, and subscription acquisition for the magazine.
- Provide leadership to develop and maintain effective and measurable communications programs that build member loyalty and attract new members.
- Develop, evaluate, and track metrics and success criteria for all communication programs and publishing activities while continually assessing their effectiveness — identify areas of need and manage results.
- Collaborate with and build strong relationships with NPA departments.
- Proactively nurture and develop media relationships and support external alliances to advance the parking industry's public policy agenda and develop public speaking opportunities and media interviews.
- Make sure that the design integrity, editorial voice, message, and style of the content deployed, both online and offline, are consistent, and align with NPA priorities as well as comply with internal and public policies.
- Ensure the use of consistent messaging and themes to reinforce NPA's brand value and reflect its initiatives and fundraising campaigns.
- Direct the convention program and media planning, ensuring that papers and presentations are obtained in a timely manner and reviewed for news potential; develop convention scripts and multi-media strategy.
- Oversee special projects, such as promotion of other NPA meetings and conferences.

Specific Responsibilities

- Maintain a master calendar of articles, including tracking story and photography / art assignments, budget, and production status for each magazine.
- Lead the development of compelling designs, editorial direction, and production plans for a variety of projects from convention promotion, to book / educational guide development, and the marketing collateral that supports NPA's outreach.
- Develop and manage efficient content hierarchies, content plans, procedures, and workflows for the web content life cycle, including website creation, approval, revision, and removal.
- Use search engine optimization skills and web analytics to ensure that content ranks high in natural search and delivers site traffic.

Organizational Responsibilities

- As a senior member of the management team, assist with major event education, marketing, and coordination.
- Work with the President to develop and implement a highly coordinated and aligned set of local, regional, and national marketing communication strategies linked to marketing objectives.
- Support web development projects.
- Oversee development of staff, budgets, programs, and projects.
- Manage the political action committee, legislative affairs council, magazine advisory council, and expert alliance.

Education & Experience

- An undergraduate degree is required; an MBA or advanced degree in marketing or communications is a plus.
- Ten years' of experience in a high profile senior communications role (or equivalent combination of education and experience).
- Must be proficient with MS Word, Excel, and PowerPoint; familiarity with MS Project, Constant Contact, eShow, Informz, CMS and AMS experience is a plus, as is Media software experience.
- Able to demonstrate a previous track record of managing strategic marketing programs and developing campaign assets from writing and development to professional production of distinguished communications through print, broadcast, and electronic media that have achieved organizational objectives.
- Proven ability to meet deadlines, drive results and manage multiple priorities and multiple constituencies.
- Outstanding previous project management, client management, vendor management, and budgeting skills.
- Demonstrated track record of success in achieving or exceeding marketing goals.

Personal Qualities

- Ability to work collaboratively with colleagues and staff.
- A highly strategic marketer with a collaborative and collegial orientation is key, as are presentation skills and institutional savvy.
- High emotional intelligence, a good listener and planner who creates emotionally compelling communications that build positive member and media relationships.
- Strong interpersonal skills, personal and professional confidence, presence, and the ability to effectively build strong relationships both internally and externally with individuals across disciplines, cultures, and backgrounds to achieve shared goals.

II. Organization Overview

Mission

The National Parking Association (NPA) is an indispensable resource advancing the interests of the parking industry through research, education, advocacy & industry voice.

Vision

NPA connects and unites a dynamic parking industry to enhance the parking experience.

Strategic Imperatives

- 1. Be Recognized as The Leading Authority & Advocate for the Parking Industry.** Become the source of information on all things parking that brings forth experts, research, practices and solutions to enhance the parking experience & reduce traffic congestion through a public policy platform.
- 2. Advance Member Experience & Value through the Power of Collaboration.** Foster education programs & a marketplace of ideas among members, outside thought leaders and partners that convene, connect and propel the parking experience.
- 3. Define the Future of Parking.** Advance the definition and development of the future of parking as a hub for mobility and transportation with smart policy, planning and zoning to foster vibrant communities.

What NPA Does

Quality education, networking, and advocacy assists members in navigating the complexities of the parking industry.

Strategic Information, Education and Networking provides facility managers, owners, operators, investors, and others in the industry with the information they need to operate in today's market.

High-quality industry research provides strategic information so that members can focus their efforts on providing exceptional customer experiences and can take advantage of emerging market trends.

The Organization

Founded in 1951, NPA is a 501 (c) 6 nonprofit trade association based in Washington D.C. with a budget of \$2.7 million. It represents all facets of the parking industry and supports advancing the interests of both the private and public sector in parking technology, sustainable mobility, certification, advocacy, research, and education.

NPA represents more than 4,500 members and 895 member companies and organizations. Its members include the corporate and small business owners and operators of parking operations, as well as institutional, government and educational entities.

In coordination with volunteer leaders, a motivated and collegial staff of 10 drives the association's programs and services. NPA is respected for both the stature of its leadership group and its members within the business community. NPA's Certified Parking Professional (CPP) credentials are highly regarded.

NPA Staff

Christine Banning, MA, CAE
President

Linda Gill Anderson
Director of Membership

Stacy Hudson, CEM
Director Business Development

Eamon Connor
Director of Professional Development & Events

Cindy Satin
Member Services & Office Manager

Jennifer Ruben
Webmaster

Carla Kalogeridis
Managing Editor

Darlene Pollard
Executive Assistant

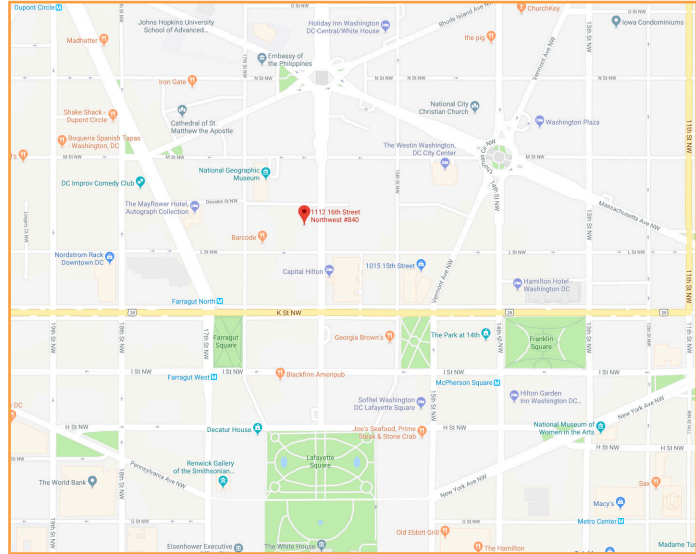
Jamie Choi, CPA
Accounting Manager

National Parking Association Headquarters

1112 16th Street NW, Suite 840
Washington, DC 20036

Web Presence

www.weareparking.org



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 CEO positions and senior staff.

To apply, please see Current Searches on our website at: www.vettedolutions.com.



Jim Zaniello
President
Vetted Solutions
1101 14th Street, NW, Ste. 910
Washington, DC 20005
+1 202 813 3996
jim.zaniello@vettedolutions.com



Stephanie MacDonald
Senior Associate
Vetted Solutions
1101 14th Street, NW, Ste. 910
Washington, DC 20005
+1 202 553 2794
stephanie@vettedolutions.com

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:



VettedSolutions