

EXECUTIVE POSITION PROFILE

Staff Vice President, Marketing & Communications



SCHOOL
NUTRITION
ASSOCIATION

ARLINGTON, VA

This search is being conducted by:

VettedSolutions

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

Telephone: +1.202.544.4749

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I. Opportunity

The **Staff Vice President of Marketing and Communications** is responsible for the development of the marketing and communication strategy for SNA and directly managing marketing and communications activities to promote, enhance, and protect SNA's brand. SNA is located in Arlington, VA.

The position reports to the CEO and is responsible for the development, integration, and implementation of a broad range of marketing, brand, and communications activities relative to the strategic direction and positioning of the organization. The position is responsible for varied and integrated communications products and services including newsletters and other print publications; digital engagement (e.g. web, digital news, online communications); and marketing campaigns. This leader will bring an enthusiasm and clear vision to SNA marketing and communications efforts to help advance the organization and achieve its mission and strategic goals.

The position works closely with the various Centers to enhance member engagement by modernizing both marketing and communication efforts, expanding SNA's focus to include both the creation of high-value content and a coordinated and robust means of disseminating content across appropriate outlets, improving overall marketing strategy and positioning, and leveraging data and analytics in strategic decision-making.

Responsibilities

- Develop and implement an integrated annual strategic communications and marketing plan — with the engagement of all staff - designed to more clearly define SNA among key stakeholders, broaden awareness of programs and priorities, and increase the visibility of programs across relevant audiences.
- Lead digital marketing and communication efforts by identifying and pursuing improvements in the use of technology and/or artificial intelligence to sharpen how SNA delivers messages, shares content, and elevates the profile of School Nutrition Professionals.
- Identify, monitor, and report on Key Performance Indicators for strategic marketing and communication activities and leverage metrics to develop strategies to increase engagement with consumers of SNA's digital content.
- Lead the packaging, framing, and highlighting of SNA initiatives, and work collaboratively with staff across Centers to coordinate communication and marketing activities along with project prioritization and promotion.
- Oversee and implement SNA's social media strategy to ensure key messages reach core audiences are delivered through the appropriate communications channel.
- Oversee SNA's portfolio of publishing and communications programs and activities, including print and electronic formats of *School Nutrition* magazine and *The Journal of Child Nutrition and Management* and other newsletters, reports, conference program materials, and promotional materials, and identify strategies to integrate them with SNA professional development activities and offerings and ensure they are engaging and useful to members.
- Oversee and collaborate with Centers on the strategic development and implementation of integrated marketing campaigns to acquire new members, promote annual campaigns and SNA products and services, elevate the SNA brand, boost revenue, and improve the overall positioning of SNA's portfolio of products and services.
- Develop overarching and campaign/initiative-specific brand plans including specific goals, target markets and audiences, creative assets, performance evaluation, and optimization.

- Collaborate with other Staff Vice Presidents, CEO, and Media Relations Director to develop marketing and communications for the general public and stakeholder groups outside of the K-12 foodservice segment.

LEADERSHIP

- Develop and lead a team of marketing and communication professionals, outside consultants — including advertising specialists — and vendors to execute against SNA strategic goals and leverage data analytics to demonstrate success in execution.
- Provide strategic guidance to SNA Staff Vice Presidents, managers, and relevant support staff to plan for and prioritize SNA marketing and communication campaigns.
- Maintain positive internal and external relationships.
- Provide guidance to editors to ensure accuracy, engagement, clarity, value, and relevance of content, and ensure publications and resources comply with publishing and copyright laws.

REVENUE GENERATION AND BUDGET MANAGEMENT

- Works with the advertising sales team to establish and meet or exceed annual revenue targets and expand advertising opportunities, sponsored content, and new advertising-supported products/publications.
- Oversee efforts to increase revenue from the SNA Emporium.
- Create operating plans and manage budgets in support of the work.

Qualifications

- Bachelors' degree in marketing, communications, journalism, or a related discipline. A master's degree is a plus.
- Eight or more years of experience and demonstrable success as a senior-level strategic marketing and communications professional, with expertise in print and digital, internal and external communications, crisis communications, and marketing campaigns.

- Five or more years of staff management including hiring, training, coaching and evaluating individuals in creative and non-creative roles to deliver programs and services and meet organizational goals.
- Senior-level experience developing and executing policies, complex communication and marketing plans, strategic business plans, and strategic organizational initiatives.
- Ability to leverage marketing campaign analytics across a variety of media (website, emails, direct mail, print advertising, social media, SEO) and campaign formats (AB testing, conversion rate analysis etc.) to assess campaign performance, deliver against campaign goals, and implement strategic adjustments to improve future campaigns.
- Success strategically optimizing social media campaigns, websites, and digital publishing products, as well as identifying best-fit digital marketing tools.
- Exceptional writing, editing, and interpersonal communication skills and the ability to communicate effectively in writing and verbally, both one-on-one and with groups, to gain support from colleagues, board members, and other influential stakeholders.
- Advanced proficiency in Microsoft Office suite, Adobe tools, and other platforms commonly used among communication and marketing teams.
- Ability to manage projects with multiple competing priorities, shifting needs, and various stakeholder expectations and ability to build alliances and consensus among those with divergent approaches.
- Public relations experience and experience working in collaboration with an advocacy or lobbying team on joint messaging is a plus.

Supervision Responsibility

- Director of Marketing; Senior Manager, Digital Content; Senior Manager, Editorial Services; Print Production Specialist; and Communications & Marketing Coordinator.

About the School Nutrition Association (SNA)

The School Nutrition Association (SNA, formerly American School Food Service Association) is a national, nonprofit professional organization representing more than 55,000 members who provide high-quality, low-cost meals to students across the country.

The Association works to ensure all children have access to healthful school meals and nutrition education by:

- Providing members with education and training
- Setting standards through certificate and credentialing programs
- Gathering and transmitting regulatory, legislative, industry, nutritional and other types of information related to school nutrition
- Representing the nutritional interests of all children

Recognized as the authority on school nutrition, SNA has been advancing the availability, quality and acceptance of school nutrition programs as an integral part of education since 1946.

In 1964, SNA established a sister organization called the School Nutrition Foundation (SNF), which plays a critical role by raising money for professional development and outreach programs, as well as providing members with tuition assistance opportunities.

With 49 state affiliates, hundreds of local chapters and thousands of school nutrition members and industry partners, SNA brings a unique, firsthand perspective to child nutrition issues.

Digital Presence

- Web: www.schoolnutrition.org
Facebook: [@SchoolNutritionAssociation](https://www.facebook.com/SchoolNutritionAssociation)
Twitter: [@SchoolLunch](https://twitter.com/SchoolLunch)
YouTube: [@SchoolNutrition](https://www.youtube.com/SchoolNutrition)
LinkedIn: [@school-nutrition-association](https://www.linkedin.com/company/school-nutrition-association)
Instagram: [@schoolnutritionassoc](https://www.instagram.com/schoolnutritionassoc)

III. About Vetted Solutions

Vetted Solutions is a Washington, D.C. based executive search firm specializing in serving the association and nonprofit sectors. We focus on CEO and senior staff positions. For confidential consideration, please email your resume and cover letter to SNASVPMcsearch@vettedolutions.com or contact Vetted Solutions at +1 202 544 4749.

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