



**Greater Lafayette Commerce**

**Job Title:** Vice President Marketing & Communications

**Department:** Marketing & Communications

**Reports to:** President & CEO

**FLSA Status:** Exempt

**Job Type:** Full-time

**Position Summary**

Reporting to the President and CEO, the Vice President of Marketing and Communications will develop and implement an integrated communications and marketing strategy. As a member of the leadership team, the VP will provide communications and marketing thought leadership to Greater Lafayette Commerce.

The VP will develop an overarching organization messaging architecture to tell the organization's story in a clear and compelling way. The VP will develop strategies and implement initiatives to increase awareness of the GLC's programmatic and educational offerings, membership benefits, public policy activities and business focused thought leadership.

Drawing on the work of the organization and the legacy of our brand, the VP will be the senior communications and marketing strategist and leader who will be responsible for defining and communicating GLC's brand and impact both internally and to all segments of the community, building brand awareness.

Tapping into members and partners, the VP will oversee and manage the annual budget. The VP will manage and leverage partnerships with leading media outlets including newsprint, television, radio and social. The VP will also interact with personnel across the organization to define and manage communications and marketing.

**Organization**

Greater Lafayette Commerce serves as a nexus in the Greater Lafayette economy. A nonprofit economic development and chamber of commerce organization serving Tippecanoe County, Indiana, and the region, Greater Lafayette Commerce is membership-based and supported by local industries, businesses, governments, and individuals. Its mission, carried out by various councils, is to advance economic and community prosperity and a superior quality of life.

**Work Culture**

As the leading local organization for community initiatives, growth, and economic development, Greater Lafayette Commerce is a hub of high-profile activities in multiple areas. The staff works with numerous community leaders and volunteers. Team members work collaboratively for the good of all, often assisting in areas beyond traditional job responsibilities, with many opportunities for personal and professional growth. The work environment is dynamic, forward-thinking, fast-paced, and goal-oriented.



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### **Personal Attributes**

To appropriately meet the needs of the position, the Vice President Marketing & Communications is expected to:

- Excellent judgment and creative problem-solving skills.
- Entrepreneurial spirit and support for GLC culture.
- Passion for the mission of Greater Lafayette Commerce.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively impact at both strategic and tactical levels.
- An inspirational, enthusiastic, and accessible leader, with the capability to earn respect and broad-based credibility across the organization, and with community partners
- Communicate in a factual, direct, to-the-point style.
- Respond positively and flexibly to unpredictable situations, change, pressure, shifting priorities and deadlines.
- Work harmoniously and cooperatively with co-workers, members, volunteers, and others in the community.
- Maintain a good nature and pleasant demeanor, especially under pressure.
- Professional appearance, demeanor, and attitude.
- A strong work ethic and ability to maintain confidentiality.

### **Duties and Responsibilities**

- Develop the strategy and lead the marketing team to design, implement and manage a comprehensive communications and marketing plan that enable GLC to hit revenue goals, set metrics for the plan, monitor its effectiveness, and review and update the plan as necessary.
- Develop the strategy and execute the plan to drive growth in the Greater Lafayette Region through talent attraction and economic development marketing.
- Develop the strategy and execute a plan for surveys to determine member and Greater Lafayette business community needs and perceptions and suggest appropriate responses to findings.
- Develop the strategy and lead the team in managing external resources and vendors involved with communications, including brand, graphic design, content development, website development, marketing automation and more.
- Build awareness of Greater Lafayette Commerce through media relations activities including the writing and distribution of emails, newsletters, news releases, letters-to-the-editor, guest columns and more.
- Play a key role in achieving the organization's strategic revenue and member count goals by working with the Development and Membership teams to focus GLC's initiative, event, and membership collateral.
- Oversee all aspects of the organization's marketing and communications, including website, e-newsletters, e-marketing, flyers, brochures, sales, and marketing material for all departments.
- Cultivate relationships with key editors and reporters in the media.
- Drive visibility by securing in-kind local market media partnerships.
- Position thought leadership, senior leadership, key staff, and initiatives for maximum media and public exposure.



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**Qualifications:**

- BA / BS degree with a preference for candidates with a marketing degree
- 5-10 years of experience in leading communications and marketing strategies
- Results-oriented and willing to make a personal commitment to meeting quantitative and qualitative targets.

To apply, please send your cover letter and resume to Megan Kyger at [Mkyger@greaterlafayettecommerce.com](mailto:Mkyger@greaterlafayettecommerce.com)

*Greater Lafayette Commerce is an Equal Opportunity Employer, a drug-free workplace, and an E-Verify employer.*

*This job description in no way states or implies that these are the only duties to be performed by the employee incumbent in this position. The Employee will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.*