



Vice President of Marketing & Communications

Position Profile

Location: Salt Lake City, UT or Minneapolis, MN (Hybrid)



About OUR Rescue

OUR Rescue (formerly Operation Underground Railroad) is a leader in the fight against human trafficking and child sexual exploitation worldwide. We are an international non-profit organization with operations in five regional offices around the world.

OUR Rescue works collaboratively with law enforcement agencies worldwide to identify, arrest, and prosecute traffickers. We provide compassionate care for survivors, beginning with crisis relief and ending months or years later with case closure and empowerment as survivors take steps into their new lives. Finally, OUR seeks to educate and advocate for the public to join us in the fight against human trafficking and child sexual exploitation worldwide.

To learn more, please visit: <https://ourrescue.org/>



The Opportunity

Vice President of Marketing and Communications (MarComm) is a newly created role that will serve as the principal leader charged with decisively developing and executing comprehensive strategies to promote and amplify OUR's brand on multiple platforms.

This leader will set the vision for and lead the MarComm Team to energize our audiences with stories that inspire them to act (donate, volunteer, become educated and aware, etc). They will be instrumental in supporting and advancing OUR's fundraising efforts, creating focused metrics and processes to optimize marketing results, and encouraging a culture of passion and high-performance. We have a new brand that requires a bigger spotlight both nationally and internationally, and this leader will serve as a symphony conductor to ensure timely deliverables and effective team collaboration between creative, marketing, communication, advancement and ecommerce teams.

Reporting to the SVP of Organizational Strategy and Business Operations, this role will oversee a team of 15-20 employees, including two direct reports (Sr. Director of Communications and Sr. Director of Creative). The ideal candidate will be inspired by our mission and will bring a strong marketing strategy skill set across many levers including video, radio, digital, website, email marketing, podcasts, event, and print to amplify our storytelling and deliver remarkable marketing that drives impact measured by increased engagement and fundraising dollars.



Key Responsibilities

Marketing and Communication Strategy, Vision, and Leadership

- Develop, lead, and evaluate OUR's marketing and communications strategy to advance our new brand identity, broaden awareness of its programs, and increase the fundraising support of our programs across audiences.
- Partner with the Advancement team to develop and execute a donor communications strategy that helps OUR to acquire, engage, and retain supporters and donors.
- Partner with E-Commerce team to support execution of strategy that help OUR to grow the online retail presence.
- Ensure marketing strategies are fully integrated across all channels, developed leveraging all relevant touchpoints, delivered on time and on budget, and effectively measured and evaluated. Effective at synthesizing diverse viewpoints, building relationships across departments to identify key priorities, and translating those into effective messaging strategies to further fundraising and other organizational programmatic goals.
- Identify challenges and emerging issues faced by the organization and work with leadership and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Team Development and Management

- Employ a seasoned hand and high emotional intelligence to shepherd the team by providing laser-like clarity around performance metrics, evaluating current team capacity and skills, creating keen focus on upskilling or talent acquisition, and intentionally nurturing a culture of high-performance teams.
- Motivate and lead a harmonious team with sound strategy and deep insights to bring forward the best creative ideas. Nurture a positive work culture where innovation and out-box-thinking are encouraged.



Key Responsibilities (cont'd)

Marketing and Communication Operations

- Oversee day-to-day activities of the marketing and communications function including goal-setting, budgeting, planning, and staff development to ensure resources are used effectively in service of the strategy.
- Oversee messaging for external communications vehicles, including the annual report, social media, print materials, public-facing website, newsletters, etc.; provide support and direction in effective communications and marketing to different audiences.
- Responsible for the development of campaigns including integrated planning, messaging, and content across multiple media platforms and formats including print, radio, broadcast, digital, video, website, email campaigns, events, etc.
- Lead visual identity execution for OUR brand to ensure a consistent and compelling identity across the entire organization.
- Provide leadership and support to develop content that accelerates visibility and impact; and promote collaboration with creatives to help polish ideas and encourage compelling output

Location

OUR Rescue is headquartered in Murray, Utah with centers of excellence in Minnesota, Texas, and Florida. This role is available in hybrid capacity in Salt Lake City, UT or Minneapolis, MN. For those interested in relocating for this opportunity to Utah, relocation assistance is available. Our team is offered a flexible hybrid schedule which allows them to work 3 days from the office and 2 days remotely. For candidates based in MN, travel will be expected 1 week/month to the headquarter office in Utah.



Qualifications

OUR Rescue seeks an enthusiastic Vice President of Marketing and Communications who will not only provide strategic leadership but also execute in the trenches, covering all aspects from a market and donor perspective to the seamless coordination amongst MarComm teams. The successful candidate will be a highly flexible and adaptive out-of-the-box thinker with sharp analytical and problem-solving skills able to multitask in a fast-paced environment.

While it's understood that no single candidate will bring every single competency, strong candidates will offer the following skills, characteristics, and experiences:

- Minimum of 10+ years of experience of accomplished strategic marketing and/or communications experience of increasing scope, including 5+ years experience in a senior management role, with at least 5 years recent experience in nonprofits, and 5+ years leading people.
- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or related field; an advanced degree preferred.
- Innovative thinker, with a track record of translating strategic thinking into action plans and output.
- Prior experience with fundraising and working with donor audiences a plus.
- History of creative strategic thinking, entrepreneurial capabilities, and innovative leadership in developing and executing comprehensive plans that engage and grow a variety of diverse audiences and advance the organization's strategic mission.
- Proof of effective communication skills, including in crisis, partnership and relationship building, and experience as a leader in communicating with a diverse community
- Demonstrate a superior knowledge and craft of all creative executional needs including video, digital, social, direct, promotional, and experiential.
- Proven success at leading staff and external consultants to develop/execute marketing and communication strategies, activities, campaigns, etc. that drive impact.
- Past success working within a matrixed environment strongly preferred.
- Exceptional verbal and written communication skills
- Capable of up to 25% domestic and/or international travel



Compensation & Benefits

Salary is competitive and commensurate with experience. The salary range for this role is \$150,000-\$200,000. OUR Rescue offers a generous benefits package, which includes 100% employer paid Medical, Dental, Vision, Life, AD&D and Long-Term Disability insurance; a PTO package with 3 weeks of PTO, 10 paid holidays, 4 wellness days plus an additional week off between Christmas and New Year's; and opt-in 401k with 6% match. All employees have access to our comprehensive Employee Assistance Program, which provides 24/7 access to a licensed professional counselor for staff and their immediate families.

How to Apply

[Maneva Group](#), a woman and minority owned national executive search firm that specializes in mission-driven searches, has been exclusively retained for this engagement. To express interest in this role, please submit your resume to this [Application Link](#). All inquiries and discussions will be considered strictly confidential. This position is available immediately.

