

**Recruitment Profile
for**

AVP of Marketing



Braille Institute

January 2018

POSITION DESCRIPTION

Title: AVP of Marketing

Organization: Braille Institute

Reports to: President

Location: Los Angeles, California

ORGANIZATION OVERVIEW:

For nearly a century, Braille Institute has been working to eliminate barriers to a fulfilling life caused by blindness and severe sight loss. Founded in 1919, Braille Institute is one of the oldest and most comprehensive providers of services for people who are blind or visually impaired. It provides an environment of hope and encouragement for students and their families through integrated educational, social, and recreational programs.

Braille Institute serves thousands of children and adults every year through a wide array of free programs and services. Services are provided at five regional centers (Los Angeles, Anaheim, Rancho Mirage, San Diego, and Santa Barbara), a neighborhood center in Laguna Hills and over 200 community outreach locations throughout Southern California. Braille Institute also operates an award-winning library, a braille publishing house, and an information-rich website.

In addition, Braille Institute is funded almost entirely through private donations. Generous donors and dedicated efforts by 2,450 volunteers enable staff to provide programs and services without charge. The ratio of volunteers to staff – 11 to 1 – creates an environment to serve an ever-growing number of people who are experiencing vision loss.

Braille Institute provides a number of National Programs that extend its reach across the country. The Braille Challenge, a literacy competition for students ages 6-19, and Special Collection, a program that delivers free braille books to children have a national reach. Programs like Cane Quest, regional white cane travel competitions for students in grades 3-12, are quickly growing. Braille Institute also offers comprehensive adaptive technology training programs to help students develop their skills and realize their goals, whether they are academic, vocational, social, or information related.

For more information, please visit www.brailleinstitute.org

POSITION:

While Braille Institute is among the oldest and most comprehensive providers of programs and support to people with blindness or vision loss, there are still far too many living with these conditions who don't know about the life-changing services it provides. The primary expectation for this position will be to lead the process of upgrading, modernizing, and reinforcing the Braille Institute brand to fulfill Braille Institute's urgent desire to increase visibility, amplify message, and expand reach.

RESPONSIBILITIES:

The AVP of Marketing will be a key member of BIA's executive leadership team and a key advisor to the President and Board of Directors. This position will be responsible for developing and implementing a comprehensive, multi-channel marketing and communications strategy for Braille Institute. S/he will directly manage Marketing/Communications staff and will work collaboratively with Executive, Program, and Philanthropy leadership to develop and communicate a clear, consistent brand and message. The scope of responsibility includes internal and external communications, encompassing printed and electronically distributed materials including website and digital/social media.

The primary responsibilities for the AVP of Marketing are creating and implementing a strategic marketing plan for Braille Institute that includes all stakeholders, including potential clients and eye care and health services professionals; building and leading a high performing team; advising the President and Board on the marketing strategy and its key components; and achieving specific goals including increased brand awareness, increased visibility, increased number of students served, and supporting the Philanthropy Department in its efforts to raise funds.

Specific accountabilities include:

- Develop and oversee the implementation of marketing plans that support Braille Institute's programs and services, regional center operations and fundraising activities;
- Ensure marketing strategy and messaging is consistent and effective across all channels and platforms and, that it supports the Braille Institute brand;
- Build and implement robust print and digital marketing strategy, including social media, website and email campaigns;
- Review and assess internal communications and implement needed changes/improvements to be consistent with current best practices;
- Identify best use of resources for earned and paid media, incorporating public relations and advertising;
- Consult and collaborate with the appropriate department and center directors on the creation and marketing of all Braille Institute programs and services offered;
- Lead the design, production, and distribution of all Library and Programs & Services publications and electronic materials; supports the Philanthropy Department in the creation of fundraising related materials;
- Implement systems/methods to monitor and measure the success and impact of marketing strategies, including collecting and interpreting website and social media analytics; prepare and present analysis and results on a regular basis;
- Develop and administer a budget for the department.

OPPORTUNITY:

Under the vision and leadership of President Peter Mindnich since 2014, Braille Institute continues to innovate and evolve to meet the needs of its changing constituency. In 2019 Braille Institute will celebrate its 100th Anniversary; a remarkable achievement by any measure. The opportunity to join an organization of Braille Institute’s stature and scale in the midst of such dynamic, positive change – not to mention helping to plan and execute a centennial celebration! – is truly unique and full of promise. For a savvy and strategic marketing and communications professional, the potential is unlimited.

The successful candidate will be able to leverage and review the considerable Braille Institute brand and existing resources to build a best-in-class marketing program, and have a direct impact on the lives of Braille Institute’s constituents. The AVP of Marketing will join a talented, passionate, and personally vested team of staff and volunteers committed to eliminating barriers to a fulfilling life caused by blindness and severe sight loss.

LOCATION:

Los Angeles, California

REPORTING:

As currently structured, the AVP of Marketing oversees a team of three fulltime employees. The position reports directly to the President.

REQUIREMENTS:

The successful candidate will be a successful and experienced marketing/communications professional who thrives in a mission-driven, community-focused environment. S/He must be comfortable and competent in a leadership role that requires both big-picture, strategic thinking and hands-on, execution skills in equal measure.

Mandatory skills/experience:

- Minimum of 10+ years of professional experience in a related field/discipline including at least three years in a supervisory/leadership role;
- Thorough knowledge of the principles, practices, various methodologies, and techniques of marketing and communications;
- Proven success in creating and implementing a successful marketing strategy including experience with brand management or a re-branding campaign;
- Experience advising a President/CEO and Board of Directors in key marketing strategies, questions, and/or issues;
- Deep understanding and use of digital marketing, social media;
- Proven success in leading a team with an inclusive, collaborative and empowering approach;
- Experience working on a collaborative and integrated basis with development/fundraising professionals;
- Exceptional written/oral communication and presentation skills, including the ability to write fluently, speak clearly and effectively, and deliver a persuasive, coherent, and consistent message.

EDUCATION:

Bachelor’s degree in marketing, communications, journalism, business administration or related field is required; a Master’s degree is preferred.

COMPENSATION:

Braille Institute is offering a comprehensive compensation package inclusive of salary (commensurate with experience) and full benefits. Benefits include: health, dental and vision insurance; three weeks of paid vacation; nine paid holidays; a 403(b) Tax Sheltered Savings (Retirement) Plan and free parking.

CONTACT:

Kevin Chase Executive Search Group has been retained to lead this recruitment effort on behalf of Braille Institute. We are pleased to answer any questions or supply further information. Inquiries, nominations, or applications (including a cover letter and resume/curriculum vitae) should be directed electronically and in confidence, to:

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All inquiries or referrals will be held in strict confidence.

Please note that all education, dates of employment, compensation and other information provided will be verified prior to an offer of employment.