



Vice President of Marketing & Communications

OUR MISSION: To be the catalyst for economic prosperity within our community.

OUR VISION: The Greater Topeka Region is internationally recognized as a vibrant, innovative, fun, diverse and healthy community.

The Greater Topeka Partnership seeks an ambitious, strategic, and detail-oriented leader to serve as the organization's **Vice President of Marketing and Communications**, who will be an integral member of the Greater Topeka Partnership team!

Competitive salary, excellent benefits package, and flexible work schedule.

Major duties include:

- Join the team that is moving Topeka forward and creating Momentum!
- The VP of Marketing & Communications for the Greater Topeka Partnership is an integral part of the Partnership team working closely with SVP of Marketing, Communications, Events, and Analytics to oversee all marketing and communications activities.
- Supervise a team of Marketing and Communications Account Managers, providing guidance, support, and mentorship to ensure the team meets organizational goals and objectives.
- In this fun & fast-paced role the VP of Marketing & Communications handles: social media platforms, content creation, media relations, and collaborating with individuals within the Partnership. No two days are ever alike in this flexible role.

A strong candidate will possess:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field; Master's degree preferred.
- Minimum of 8 years of experience in marketing, communications, or a related field, with at least 5 years in a

- leadership role is preferred.
- Proven track record of developing and executing successful marketing and communications strategies.
- Strong understanding of digital marketing, social media platforms, and content creation.
- Excellent written and verbal communication skills, with the ability to craft compelling messaging for various audiences.
- Strategic thinker with the ability to translate organizational goals into actionable marketing and communications plans.
- Experience managing and mentoring a team of marketing and communications professionals.
- Demonstrated ability to work collaboratively across departments and with external partners.
- Proficiency in marketing analytics tools and platforms.
- Exceptional organizational skills and attention to detail.
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing priorities.

The right candidate must be aligned with the Partnership's Core Values, which run through every decision we make, every action we take:

DIVERSITY & INCLUSION – Our organization, like our community, is great when everyone has a voice that is heard and valued.

INTEGRITY – We place integrity at the forefront of all our decisions and will continue to build a team only of individuals who are dedicated to doing the right thing in a fair and honest way.

VISIONARY – The future starts today and the decisions we make shape tomorrow. We encourage and support creativity in our community and stay on the cutting edge of our industry's standards.

PASSION FOR COMMUNITY – We love our community!

If you think YOU might be one, send a short cover letter including salary history and resume to Jessica Ohse at Jessica.Ohse@topekapartnership.com.

