

POSITION OPENING

Senior Director of Marketing

Reports to: SVP – Foundation and Mission Services

Business Unit: Foundation and Mission Services

Labor Status: Indirect

FLSA Status: Exempt

Location: Wichita, KS

Created Date: 5/13/2013

Reviewed Date: 10/9/2020

POSITION SUMMARY

Provide leadership and direction in support of the Envision mission, vision and strategic direction through the effective management of comprehensive marketing/advertising, communications, PR, digital channels, and analytics to validate and drive success. Develop and implement strategic marketing plans and Key Performance Indicator (KPI) analytics to support the Envision divisions supported by this position. Ensure leadership to direct internal and external operational efficiency, delivery of gold standard products and services, customer satisfaction, and brand awareness in order to increase visibility, awareness, and support of Envision.

DUTIES & RESPONSIBILITIES

Strategy & Management

- Develop, implement and lead the strategic Envision Marketing & Communications Plan and objectives for assigned areas. Establish operational objectives and work plans. Delegate projects and ensure timely completion.
- Responsible for the achievement of the goals and objectives of the Marketing & Communications Plan. Develop, measure and monitor KPI analytics related to Envision goals and objectives and report progress to the SVP – Foundation and Mission Services and other individuals/groups as directed.
- Develop and monitor the annual operational budget and the business and financial affairs of assigned areas.
- Enhance operational effectiveness, emphasizing cost containment without jeopardizing innovation or quality.

Strategy & Management (continued)

- Seek out new partnerships, collaborate and network with sister NIB agencies and community groups to establish Envision as the thought leader for communications and marketing.
- Stay informed of developments in the fields of marketing, communications and public relations, professional education, not-for-profit management and governance.
- Act as an internal marketing consultant to design and implement strategic solutions and effective messaging for institutional priorities and project-specific goals.
- Oversee promotions and publicity for the organization and related Envision events.
- Lead regular market research and trend initiatives on behalf of the Organization.
- Hire and supervise direct reports, providing guidance on day-to-day tasks, training, time management, employee evaluations and performance management.
- Maintain a safe and clean work environment by educating and directing personnel on the use of all control points, equipment, and resources; maintain compliance with established safety policies and procedures.
- Flexibility to perform other duties as assigned.

Brand Management

- Monitor and evaluate all print and electronic marketing and communications plans (including but not limited to logo, collateral, letterhead, web design, and social media) to improve adherence to brand standards and enhance the Envision image and overall brand.
- Direct strategic initiatives that maintain and grow the Envision brand within relevant B2B and B2C channels and marketplaces.
- Direct internal efforts to ensure that the Envision philosophy, mission and vision are pertinent and practiced throughout the Organization.

Content Strategy & Management

- Collaborate with internal customers to determine specific marketing and communication needs and ensure strategic marketing plans are developed annually in support of these needs to drive the success of each.
- Create, implement and measure comprehensive marketing, communications content to enhance the Organization's position within the B2B and B2C marketplaces.
- Facilitate internal and external communications across all channels and mediums.
- Oversee the execution of successful marketing, communications, and public relations activities and materials including but not limited to social media, publications, media relations, community involvement, and client acquisition.
- Oversee the content of direct mail initiatives with the Development group to raise awareness and increase revenue streams.
- Ensure briefs are prepared for the CEO and other senior leaders as needed.

Press & Public Relations

- Develop and maintain strategic partnerships within the community including media, business, community groups, allied health professionals and other external partners.
- Ensure consistent communication and actively seek opportunities to promote the Envision mission and further the success of the Organization's programs.
- Guide the strategy on press outreach, including messaging in press releases, creation of press materials, interview preparation, and responses to media requests.

SKILLS & QUALIFICATIONS

- Bachelor's degree in marketing, journalism, public relations or related field required; Master's degree in a related field is desirable.
- Minimum 10 years of experience in marketing, communications or public relations roles, with at least 5 years of management/supervisory responsibilities.
- Experience in not-for-profit sector strongly preferred.
- Strong creative, strategic, analytical, organizational and interpersonal skills.
- Excellent verbal and written communication skills; ability to communicate creatively and concisely.
- Ability to handle sensitive and confidential communications as well as public relations issues.
- Experience in generating high quality collateral materials.
- Strong management skills, emphasizing teamwork and excellence.
- Strong proficiency in Microsoft Office suite of products as well as internet research.
- Passion for the mission and not-for-profit work.

TO APPLY

Please contact our executive search consultant, Peter Davis, of Snodgrass Partners, Inc. by e-mailing your cover letter (outlining your interest in the position and how your experience and background will make you successful in the position), confidential resume, and list of references (three minimum) to pdavis@snodgrasspartners.com.



ABOUT ENVISION

Since its inception in 1933, Envision has been driven by the simple goal of creating meaningful paths to independence for people with vision loss. Employment has always been central to this objective.

Envision has become one of the largest employers in the nation of individuals who are blind or visually impaired under the direction of President and CEO Michael Monteferrante. Hundreds of workers with vision loss fill critical roles in manufacturing, sales, customer service, management, administration and more. Envision has more than 500 staff members in all. Envision employees, whether they are visually impaired or typically sighted, work side-by-side to further our mission and foster a work environment centered around inclusiveness, understanding and respect.

Headquartered in Wichita, Kan., Envision's mission to improve the quality of life and provide inspiration and opportunity for people who are blind or visually impaired through employment, outreach, rehabilitation, education and research is brought to life by:

- [Envision Industries](#), providing a steady stream of income to support Envision's mission while furthering the goal to create meaningful employment opportunities for people who are blind or visually impaired.
- [Envision Vision Rehabilitation Center](#), promoting an enhanced quality of life for patients as they learn new ways of doing everyday tasks with the help of EVRC licensed and certified low vision professionals who work in partnership with optometrists and ophthalmologists.
- [Cathy G. Hudson Envision Child Development Center](#), filling a need as the region's only visually integrated preschool where children who are blind, visually impaired or typically-sighted learn from each other in a highly engaging, supportive educational environment.
- [Education and Outreach](#) and [Programs](#) initiatives, offering art, sports, technology and career mentoring activities and programs to seniors, children and parents of children who are blind or low vision. On the professional side, [Envision University](#) and Envision Conference offers accredited continuing education opportunities for low vision professionals from various fields and numerous countries.
- [Envision Research Institute](#), closing significant gaps in the scientific understanding of vision loss and rehabilitation.
- [Envision Foundation](#), serving as Envision's ambassador to the world.
- [William L. Hudson BVI Workforce Innovation Center](#), placing an unparalleled focus on training people with vision loss, placing them into jobs and providing accessibility inclusion expertise to businesses.
- [Envision Xpress](#), operating 10 retail stores on 16 U.S. military bases, providing office supplies, janitorial supplies and individual equipment and clothing to U.S. military personnel through the AbilityOne program.
- [Envision Dallas Lighthouse for the Blind](#), promoting advocacy and independence for 150,000 individuals with vision living loss in 11 North Texas counties to help them succeed and thrive in the workplace, have productive and meaningful lives and contribute to their communities.

Envision, Inc. is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without illegal discrimination because of race, color, sex, age, gender identity, disability, religion, citizenship, national origin, ancestry, military status or veteran status, marital status, sexual orientation, domestic violence victim status, predisposing genetic characteristics and genetic information, and any other status protected by law.

Envision employs and advances in employment individuals with disabilities and veterans, and treats qualified individuals without discrimination on the basis of their physical or mental disability or veteran status.

Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

This position description is intended to convey generally the duties of this job. It is not an all-inclusive listing of duties, and it is not a contract, expressed or implied.

www.envisionus.com

[Playlist](#) of videos on YouTube