



USCCaruso
Catholic Center

Position: Vice President of Marketing

Our Vision: Invite the USC community into a transforming relationship with Christ and one another, empowered to make a lasting impact on the world. *Encounter Christ. Transform hearts. Make a difference.*

Position Mission: Our Savior Parish and USC Caruso Catholic Center is calling a Vice President of Marketing to the campus of the University of Southern California to be responsible for the development of marketing strategy and delivery of marketing goals to achieve organizational business and strategic objectives.

Primary Function: The Vice President must be an accomplished marketing professional who understands Catholic campus college ministry as well as key constituents, and be adept at analyzing data to gain insights and drive action with target audiences. This individual will need to have a strong background in all facets of marketing and have proven experience managing multi-disciplinary teams. Experience with leading and managing strategic marketing efforts from beginning to end, as well as being current on consumer behavior research and journey mapping best practices, is vital. This is a senior-level role that works closely with the President, the Pastor, the Executive Team, and the Advisory Board, to oversee brand and marketing strategy development and execution.

- Lead the development and implementation of marketing strategy and campaigns, including creation and execution of the annual marketing plan, and oversight of the campaign calendar
- Build strong stakeholder relationships to effectively influence and guide strategy development and proactively communicate marketing team's activities as well as campaign progress and results; ensure quarterly report of annual plan progress are completed and effectively communicated - tell the team's story to the organization
- Identify and lead consumer, brand and product research initiatives in support of operational objectives; share findings with leadership team and key stakeholders to ensure data is appropriately considered in strategy development
- Undertake continuous analysis of competitive environment; communicate trends and learnings to leadership and other stakeholders to provide recommendations to improve constituent acquisition and experience
- Oversee and implement brand strategy and deployment of identity and naming standards; provide brand consultation and counsel in operational and ministry discussions
- Oversee the management of agencies, consultants, freelancers and other service suppliers, including contract negotiation and management

Qualifications:

- BA/BS degree in marketing, business or related field or equivalent education/experience
- 6 years experience in a marketing leadership role
- Using logic and reasoning to identify the strengths and weaknesses of alternatives solutions, conclusions or approaches to problems
- Strong verbal communication and listening skills
- Excellent collaboration and team building skills
- Ability to effectively build relationships with students, leadership, benefactors, and other stakeholders through positive interaction and problem identification and resolution