

**Greater Wichita Partnership
Executive Vice President of Strategic Communications**

September 2021

MISSION

The mission of the Greater Wichita Partnership is to align resources and focus the business community on common strategies that fast-forward economic growth in Wichita and South Central Kansas. The Partnership focuses on three key priorities: Jobs, Talent, and Quality of Place to accelerate regional economic growth.

COMMUNICATIONS & MARKETING: A KEY PRIORITY FOR REGIONAL PROGRESS

The global landscape for business and talent is evolving rapidly, and cities are competing more now than ever to attract and keep companies and people. At the Greater Wichita Partnership, we approach economic development holistically from downtown to the ten-county region, with intent to aggressively attract and retain the business and talent our region needs to accelerate growth and succeed.

To increase awareness of our region and sell our advantages to businesses and talent, we've taken deliberate steps to create place-based brand identities for the Greater Wichita region that differentiate us from other cities. We activate these brands and promote regional opportunities through strategic communications, marketing, public relations and sales efforts. Cumulatively, these strategic efforts are meant to drive more companies and talent to choose the Wichita region as a premier location to live, work and play – resulting in growth to our local economy.

The Executive Vice President of Strategic Communications for the Greater Wichita Partnership plays a key role in advancing these goals, by providing the strategic leadership and expertise for the communications, public relations, marketing, community engagement and branding efforts of the Greater Wichita Partnership and its affiliate, Downtown Wichita.

This position works with the Partnership's and Downtown's internal teams and external stakeholders, including investors, community partners, existing and prospective businesses, industry leaders, elected officials, and the public to advance the missions of the organizations.

STRUCTURE

The Executive Vice President of Strategic Communications reports to the organization's President and is a member of the Senior Leadership Team.

The organization's communications efforts are supported by a Communications Team, comprised of five full-time staff and four interns. This position leads and manages this team.

This role has direct engagement with governing boards for both the Greater Wichita Partnership and Downtown Wichita. It is common for this role to regularly present and interact with board members, industry leaders, and elected officials.

This role has budget authority for the Communications Department of the Greater Wichita Partnership and Downtown Wichita.

KEY DUTIES

- **Lead and navigate a strategic approach for all communications efforts**
 - Translate vision into strategic communication goals, plans and marketing actions and communicate next steps to a larger team
 - Synthesize and manage the flow of organizational needs, information and content
 - Ensure integration amongst all communications efforts including marketing, public relations, branding, digital and print advertising, national and international tradeshows, community presentations, print publications, etc.
- **Lead and empower the Communications Team**
 - Organize, set priorities, schedule and review work
 - Ensure the professional growth and development for the Communications Team is a top priority
- **Manage the Communications Department**
 - Annual strategic communications planning for all organizational efforts and internal departments
 - Management and authority over Communications Team budget
- **Lead public relations strategy and implementation for the organization**
 - Conceptualize and develop key strategic messages on behalf of the organization, its team members, stakeholders and community partners
 - Partner and build relationships with media outlets to communicate important information
- **Manage brand strategy, development, and standards for owned brands**
 - Ensure strategic brand positioning and maintain high brand standards across communications efforts
 - Brands managed by the organizations include the Greater Wichita Partnership, Downtown Wichita, Choose Wichita and Air Capital of the World. Additional

community engagement brands include Project Wichita and Riverfront Legacy Master Plan.

- **Manage the organization's strategic approach to community engagement**
 - o Work with internal team members, community partners, stakeholders and consultants to ensure a robust and strategic approach to community engagement
- **Lead advertising strategies for business and talent retention and recruitment**
 - o Ensure strategic and integrated approach to local, national and international campaigns

ABILITIES

This position requires a proactive, self-motivated individual with a high-level of initiative.

Adaptability and leading in the midst of change is a key qualification. It is critical for this role to maintain focus on overall communications strategy for the organizations, but maintain flexibility in approach as plans change.

Due to the nature of the role and the importance of community development work, strong interpersonal skills with a natural tendency for convening individuals and groups to discuss opportunities and challenges is required. Building and maintaining relationships with internal team members across departments and external partners is critical to success. In addition, the position must be focused on finding common resolutions.

The successful candidate should have a keen ability to understand many different audiences and perspectives, and the ability to challenge assumptions and ask questions to understand and dissect complex situations. It is critical that this person can strategize and problem solve quickly.

Effective communication – including business writing, conversational and interpersonal skills – are required for this role. In addition, the intuitive and innate ability to present information in an appealing, informative, concise and easy to understand manner is necessary.

EDUCATION, EXPERIENCE AND TECHNICAL SKILLS

Bachelor's degree in communications, marketing or advertising, or equivalent experience may be substituted.

Seven years of experience in professional field required, with demonstrated progression and leadership. Management of teams required.

Skill and proficiency in the utilization of Windows and Macintosh operating systems and Microsoft Office Suite. General knowledge of the following applications is preferred but not required: Adobe Creative Suite including InDesign, Photoshop, and Illustrator, Keynote, and AP Grammar Style.

COMPENSATION AND BENEFITS

Compensation is commensurate based on experience.

Benefits package includes company-sponsored health and dental plan, paid sick leave and vacation time, and paid holidays, parental leave, and an employer-paid life and long-term disability insurance plan.

Employee can also participate in 401(K) retirement savings plan with company match.

The Greater Wichita Partnership is an equal opportunity employer.

HOW TO APPLY

Please submit your digital resume to client.connect@aghlc.com.