



POSITION NARRATIVE

Title: Vice President of Public Affairs and Marketing Communications

Location: Los Angeles

Company: **UNITED WAY OF GREATER LOS ANGELES**
www.unitedwayla.org

For more than 80 years, the United Way of Greater Los Angeles (UWGLA) has been a major force in Los Angeles area philanthropy. Today, its strategic mission is to be the leader in advocating for solutions to reduce poverty. Three mission-critical pillars are: 1) to end chronic homelessness, 2) increase student graduation rates, and 3) improve income levels for low income families. United Way identifies the issues and works in partnership with community, business and government leaders and supporters to fund targeted programs and advocate change. By raising money through company workplace campaigns, corporate gifts and individual donations, UWGLA seeks to improve the quality of life in Los Angeles County, working with results-oriented partner agencies, government and other nonprofits. UWGLA collaborates with all key stakeholders including labor, business, education, government, not-for-profit and faith sectors.

In 2007, UWGLA transitioned to a competitive funding process, inviting proposals from all qualified 501(c)(3) organizations in Los Angeles County that achieve measurable goals in the three mission-critical action areas above.





Reporting Relationships:

The Vice President reports to the President and Chief Executive Officer of UWGLA, Elise Buik.

Position Summary:

The Vice President of Public Affairs and Marketing for UWGLA is responsible for developing and implementing a public affairs, communications and marketing strategy that support the “Creating Pathways out of Poverty” action plan. This executive oversees public affairs, issues management, public relations, product marketing and community engagement, and manages a department budget and a staff of 10.

Position Responsibilities:

Primary responsibilities of the Vice President of Public Affairs and Marketing are to:

- Utilize communications strategies to make “Pathways out of Poverty” a cause people can identify with and take action to support, achieving an emotional connection with target audiences through issues management, marketing materials, events, and other communications vehicles.
- Develop and maintain strategic communications and relationships with a wide range of public and private stakeholders, including donors, business community, public sector, community groups, news and social media outlets, and employees.
- Establish and maintain effective working relationships with traditional news and new media, key civic and business organizations, and provide information and communications tools as needed to officials at City, County, State and Federal levels.
- Provide issues management, strategic communication, public outreach and other activities to inform and influence policies and opinions in areas of interest to UWGLA.





- Actively manage the UWGLA brand positioning, by developing key messages and maintaining a distinct identity for the organization that resonates with target audiences.
- Implement a communications and marketing plan that achieves measurable goals, connects potential donors to the issues important to them, and inspires participation in UWGLA programs and fundraising activities.
- Effectively use a wide range of traditional and new social media communications vehicles (including viral marketing and innovative web strategies) to develop communities and innovative channels of communication that connect with important audiences.
- Provide direction for multicultural media outreach, securing external visibility for Public Affairs and other UWGLA multicultural initiatives that will engage diverse audiences to help improve overall awareness and effectiveness.
- Create and leverage strategic partnerships with outside organizations that deliver maximum value to UWGLA and its partner organizations.
- Identify strategic appearances and speaking engagements where the CEO should be presenting the United Way story.
- Work cross-functionally with the other members of the senior executive team and with the President/CEO to ensure consistency of messaging and to achieve synergy in realizing common goals.
- Develop marketing materials that are effective tools that are responsive to the UWGLA fund-raising team's needs.
- Develop and manage engagement activities to include volunteerism and other related programs.





Experience Requirements:

Background in public affairs, public relations and marketing, with demonstrated experience in government affairs and/or political campaigns.

- Proven ability to develop and implement public affairs, marketing and communications plans that achieve specific, measurable results.
- Public affairs track record and relationships with local, state and federal elected and appointed officials.
- Familiarity with public policy relating to UWGLA issues, including homelessness, poverty, and education and ability to communicate complex issues in a manner easily understood by general audiences.
- Familiarity with the Los Angeles County and Southern California market, issues, and constituents.
- Ability to tailor communications that effectively connect with diverse audiences.
- Proven ability to manage and motivate staff and organize a department for maximum effectiveness.
- Facility with the website and social media to reach and engage target audiences and communities.

Personal Attributes:

- Demonstrated interest in mission of UWGLA and in supporting Pathways out of Poverty.
- High level of integrity and ethical conduct.
- Ability to provide inspirational leadership, engendering drive and team cooperation. Ability to articulate clear, meaningful goals and focus employees' efforts to get results.





- Track record of positive image-building results.
- Evidence of the ability to rapidly establish and maintain credibility with government leaders, board members, community members, and internal audiences.
- Management style which builds alliances and emphasizes high morale, collegiality, and effective team work.
- Outstanding verbal and written communication and presentation skills. Strong work ethic.

Education:

Bachelor's degree from an accredited college or university required. Master's degree a plus, but not required.

Compensation:

Competitive compensation and benefits package.

Procedure for Candidacy:

Submit resumes or nominations, with assurance of confidentiality:

**Betsy Berkhemer-Credaire
President**

Berkhemer Clayton, Inc.

E-mail: betsy@berkhemerclayton.com

Telephone: (213) 621-2300, ext. 23

Or Ben Lambert

E-mail: ben@berkhemerclayton.com

Telephone: (626) 696-3826

COMMITMENT TO DIVERSITY:

UNITED WAY OF GREATER LOS ANGELES and BERKHEMER CLAYTON, INC. are committed to a process of diversity and inclusion. We welcome all qualified candidates for consideration.

United Way of Greater Los Angeles is an EEO/AA/M/F/DV Employer

###

