



THE 360 GROUP
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Silicon Valley Community Foundation

Vice President, Marketing
Position Description & Candidate Profile

Vice President, Marketing

Location

Mountain View, CA (hybrid, 2-3 days per week in-office required)

Reports to

Executive Vice President/Chief of Staff

Our Client

For over 20 years, the mission of the Silicon Valley Community Foundation (SVCF) has been to advance innovative solutions to challenging problems. The organization has returned to its community foundation roots - engaging donors, corporations, government and community partners in efforts to make the Silicon Valley region and the world a better place. Based in Mountain View, California, SVCF partners with families, individuals and corporations to manage and facilitate their philanthropy by connecting donors to communities' most pressing needs. SVCF has nearly \$16 billion in assets under influence, and last year deployed more than \$2 billion to more than 6,000 nonprofit organizations in communities in the Bay Area and beyond, making it one of the nation's largest grantmakers.

SVCF works to improve people's lives in San Mateo and Santa Clara counties, and partners with donors, companies and other foundations to address regional concerns that affect local communities. SVCF connects people, ideas, and resources to transform systems and ensure equity and opportunity for all.

Despite the area's great wealth, residents are challenged by so much - dearth of affordable and low-income housing and accessible transit, financial instability and the precarious safety and security of immigrant residents, among other issues. SVCF has leveraged its unique position and relationships to create dynamic partnerships and works to bridge critical gaps and divisions to deliver strategies that reduce systemic inequities.

SVCF is a trusted and enduring institution for the community, and donors are critical to its success. SVCF works closely with more than 1,800 donors and corporate clients to understand their philanthropic goals and the best ways to accomplish them. From accepting complex assets and establishing giving vehicles, to facilitating grantmaking and other types of investments, SVCF is committed to ensuring donors make the impact they seek. This core area of work facilitates the movement of resources to communities.

SVCF partners with community organizations, other foundations, and government leaders to address public policy issues, advance the best ideas and direct its resources swiftly and strategically toward critical issues. The foundation serves as a resource for nonprofit, civic, government and philanthropic organizations.

There are several ways SVCF contributes, including:

- Initiatives: launching initiatives and special projects, partnering with other foundations, corporations, nonprofits, donors and government agencies on topics or issues of regional importance and in times of disasters with critical emergency response
- Research: commissioning research to identify emerging issues, monitor trends and provide analysis
- Public forums/convenings: bringing people together to engage in discussion and problem-solving
- Advocacy: taking positions on critical issues and advocating for policy outcomes

We invite you to learn more about the Silicon Valley Community Foundation at <https://www.siliconvalleycf.org>.

Position Responsibilities

SVCF is seeking an experienced leader for its marketing department. Reporting to the Executive Vice President/Chief of Staff (EVP/COS), the Vice President, Marketing is responsible for defining and managing the SVCF brand; design and implementation of marketing campaigns; management for all marketing and sales initiatives; oversight of the production of marketing and promotional materials; oversight of creative content and SEO for the SVCF website; monitoring and managing social media; and producing internal and external visual brand assets and communications.

The Vice President of Marketing is responsible for the design, oversight and implementation of SVCF's marketing strategies and activities and will work in close coordination with the EVP/COS and the VP, Communications and at times, the Vice President of Development on new business development, strategies, and execution. The Vice President, Marketing will work to develop and implement the vision for all SVCF marketing activities using a broad range of channels and campaigns to support the foundation's goals and strategic objectives. The Vice President, Marketing will also play a key role for the organization's brand development and its protection and for positioning SVCF as an outstanding community foundation to significant stakeholders and key audiences. Effective

execution of this role will require an organization-wide perspective and deep experience managing teams.

Specifically, the Vice President, Marketing will:

- Develop and operationalize comprehensive long-term strategic marketing and branding plans
- Work closely with leadership and other stakeholders to clarify, manage and maintain SVCF's brand, marketing SVCF as a community-centric foundation providing high-quality services to donors, grantees and other community partners
- Spearhead the promotion of SVCF's initiatives, developing sales strategies and marketing campaigns, providing oversight on website and social media
- Supervise the creative direction for all brand assets including content
- Partner with departments and teams across the Foundation to develop and lead specific strategies customized for internal audiences and external market segments, focusing specifically on positioning SVCF as a partner to nonprofit and governmental actors in the community
- In collaboration with other departments, assess the market opportunity for SVCF to engage donors' support and create and implement effective strategies for attracting and welcoming new donors
- Supervise the creative direction for all brand assets including content creation, graphics and other marketing and sales campaign elements, online and print, website, advertising, SVCF presentations, annual financial and year-end reports, e-newsletters, and collateral
- Develop strategies, plans and tactics to reach and welcome new audiences reflecting the evolving diversity of Silicon Valley
- Develop and implement robust systems to collect and utilize data to measure the effectiveness of all strategic marketing activities
- Participate in efforts which will advance SVCF's brand, image and visibility and increase awareness of its philanthropic vehicle service offerings, fundraising campaign and initiatives, and service opportunities and events management
- Supervise and inspire marketing team staff to ensure that SVCF's strategy and goals are creatively and clearly articulated to constituents – donors, current and future fund holders, community leaders, community-based organizations – in a clear, approachable fashion
- Effectively lead and supervise a dedicated team of direct reports, which includes providing individual team guidance and development to position the team and organization for internal and external success
- Manage the departmental annual budget, actively participating in its creation

- Oversee external consultants and external vendors

Profile of the Successful Candidate

SVCF is committed to equity, diversity, and inclusion, and seeks to continue to build a diverse and inclusive workforce to promote effective work in partnership with all communities and population groups in the region. The Foundation seeks a professional with a demonstrated track record of effective and creative marketing strategy and execution, management experience; commitment to the power of community philanthropy and the common good; strong curiosity and the desire to continue learning; a collegial work style; a sense of humor; the ability to inspire, motivate, and mentor a team of content experts; and the dedication to work hard toward the Foundation's mission of promoting philanthropy and improving the quality of life in the region.

Within this framework, SVCF seeks a Vice President, Marketing with the following attributes:

- Minimum 10 years' experience in marketing, advertising, public relations or communications fields, including a demonstrated track record of effectively managing a team
- Experience driving organizational brand promotion and revenue growth through innovative channels – strategic relationships, cause marketing, earned media and the like
- An innovative mindset and experience in strategy development, especially in driving and negotiating new business opportunities
- A proven track record of meeting or exceeding short-term and long-term goals
- Proven experience in developing and implementing strategic marketing and creating partnerships through which the Foundation's capacities can be used by others
- The ability to think strategically and creatively, translating abstract ideas into executable actions; experience in formulating short-, medium- and long-term operating plans
- Excitement about community foundations and their value proposition, including having a commitment to voluntary action and a vibrant nonprofit sector
- Experience in using a range of technology platforms to heighten the image of the foundation among donors and other community leaders
- Solid experience in quantifying and measuring the performance of marketing strategies utilizing data-driven analysis

- Ability to foster an environment that results in efficient and effective organizational management
- An energetic, entrepreneurial nature that combines intellectual curiosity with analytical skills
- The ability to forge pragmatic solutions in environments characterized by ambiguity and complexity
- A communicative and collaborative approach, demonstrated through strong written and oral skills as well as strong listening skills
- Strong integrity and a commitment to professional excellence, combined with alignment to SVCF's values
- Demonstrated leadership and management of marketing departments, supervising people and managing projects efficiently
- Ability to work and thrive in a fast-paced, energetic and complex environment and manage numerous projects for a wide variety of internal and external stakeholders and audiences
- Skilled at inspiring teams to deliver superior work and provide excellent internal and external customer service
- Demonstrated interest in continued development of professional skills/expertise
- Ability to handle challenging situations with intelligence, diplomacy, and a sense of humor
- Ability to work well with others and with diverse groups

Start Timeframe

We seek to have someone in place by late spring/early summer 2023.

Compensation

This position offers a competitive salary of \$190,000 to \$220,000 and includes a comprehensive benefits package. We actively welcome all candidates from a wide range of backgrounds who have the skills to fulfill this role – regardless of compensation history.

To Apply

All applications are held in strict confidence. Please submit your credentials and a letter of interest through our private applicant portal to The 360 Group at:

<https://the360group.us/portal/>

Applications should be directed to the attention of Monica Rodgers, Senior Consultant or Vincent Robinson, Managing Partner. Applications will be reviewed

on a rolling basis. Earlier applicants may receive priority consideration. To be considered, The 360 Group encourages all interested candidates to submit their applications promptly, via the confidential applicant portal linked above.

At The 360 Group, we know that a richly diverse mix of professionals makes organizations more effective. Using that principle as our “North Star,” we make diversity a hallmark of our firm, and all of our search engagements.

Learn more about The 360 Group at the360group.us.