



Job Title: Vice President, Marketing & Communications

Department: Marketing & Communications | **Office Location:** Long Beach, CA

The **Vice President, Marketing & Communications** (VPMC) is a collaborative, hands-on leader responsible for advancing the mission of Special Olympics Southern California (SOSC) through powerful marketing, storytelling, and internal and external communication strategies, with athletes at the heart of all our efforts. This role leads a passionate Marketing & Communications team, working alongside them as a contributing writer, editor, strategist, and creative partner.

The VPMC develops and executes high-impact marketing and communications plans that elevate SOSC's brand, support athlete recruitment and community engagement, and drive SOSC's strategic initiatives. This role also plays a key part in activating the Special Olympics national campaign locally and building community recognition through targeted efforts in areas SOSC underserves.

As a member of the Executive Leadership Team, the VPMC helps shape organizational direction and culture while collaborating closely with its trusted team to ensure high-quality execution, shared ownership, and creative momentum.

Reports To: President & CEO

Titles Reporting To: Director, Marketing & Communication & Sr. Manager, Graphic Design & Video

Compensation Level (16): This is a full-time, benefits-eligible position, with benefits beginning on the first of the month following the start date. The salary range for this salaried non-exempt role is **\$133,000.00 - \$165,000.00**, depending on experience, specifically within Special Olympics.

KEY RESPONSIBILITIES

Marketing & Communications: 30%

- Activate the Special Olympics national marketing campaign at the regional and local levels.
- Collaborate with other SOSC departments to support marketing strategies for fundraising, events, sports, athlete recruitment, and volunteer recruitment and engagement.
- Create inclusive, targeted, and omnichannel marketing campaigns to support outreach and growth in communities we underserve.
- Develop and execute integrated marketing strategies aligned with SOSC's strategic plan and organizational goals, ensuring that athletes remain at the center of all initiatives.
- Oversee programs and campaigns designed to engage new audiences and deepen connections with existing supporters.
- Serve as the lead architect of SOSC's core messaging and brand voice across platforms, ensuring clarity, consistency, and alignment with the mission.

Public Relations & Community Visibility: 30%

- Develop and maintain SOSC's crisis communication plan; lead or support the communications response during high-impact or sensitive situations.
- Drive media strategy by crafting and pitching compelling stories, securing earned media coverage, delivering press events, and overseeing SOSC's PR firm (when engaged).
- Lead SOSC's public relations strategy to elevate visibility; build community trust; and highlight the voices of athletes, families, volunteers, coaches, staff, and partners.

CORE VALUES

Be ATHLETE centric | Be a TEAM player | Be a CHANGE agent | Be a LEADER



Public Relations & Community Visibility: cont.

- Monitor media coverage, analyze outreach effectiveness, and use insights to inform future strategies that deepen community connections and broaden organizational influence.
- Own the development and delivery of all PR initiatives, whether managed internally or through an external firm, and ensure alignment with SOSC's mission and values.
- Partner with regional staff and volunteers to build and support local PR committees that expand awareness and support.
- Serve as a spokesperson or prepare others to represent SOSC; craft press materials, talking points, and pitches.

Team Leadership & Culture: 10%

- Empower and support Marketing & Communications staff through mentoring, collaboration, and shared problem-solving.
- Create a culture of teamwork, creativity, and flexibility that reflects SOSC's core values, with a strong emphasis on prioritizing athletes in all we do.
- Collaborate cross-functionally to ensure alignment, shared priorities, and smooth execution.
- Work side-by-side with the team on key projects, contributing as a writer, editor, strategist, and problem-solver to help bring ideas to life.
- Leverage the expertise and strengths of a skilled team, while providing support, coaching, and shared accountability.

Internal Communications: 10%

- Lead internal communication strategies and content in partnership with the CEO and Executive Team.
- Ensure staff remain informed, engaged, and aligned through timely and transparent messaging.

Organizational Leadership & Liaison Roles: 10%

- Participate in Executive Leadership Team meetings and decisions that shape organization-wide strategy, culture, and operations.
- Serve as the SOSC liaison to the Board of Directors and Board PR/Communications Committee.
- Represent SOSC in national-level communications as the MarCom liaison with Special Olympics International.

Merchandise Oversight: 5%

- Provide strategic guidance on SOSC-branded merchandise to enhance visibility and support fundraising, with execution handled by vendor partners.
- Ensure merchandise aligns with brand standards and budget expectations.
- Collaborate with staff to support their merchandise needs locally.

Administration: 5%

- Assists in the submission of properly approved invoices to the Finance Department, ensuring compliance with appropriate contracts and adherence to budget guidelines.
- Process and track individual and direct reports' timecards, ensuring accuracy and adherence to payroll deadlines.
- Review, validate, and process individual and direct reports' expense reports for mileage, credit card expenses, and reimbursable expenses, ensuring compliance with organizational policies, proper documentation, and appropriate approvals.

CORE VALUES

Be ATHLETE centric | Be a TEAM player | Be a CHANGE agent | Be a LEADER



JOB LEVEL RESPONSIBILITIES: This position operates at a senior leadership level, carrying a high degree of decision-making authority within the department and across the organization. The incumbent collaborates closely with SOSC Executive Leadership Team and their direct reports to shape and implement cross-departmental strategies, advises leadership on organization-wide decisions, and actively participates in high-level planning initiatives. This role involves managing and maintaining access to executive-level confidential information, as well as serving as a representative of SOSC in public and external settings. The position also holds authority over key decisions related to marketing, branding, and communications, and is responsible for supervising salaried employees, vendors, and may lead special project teams, and leadership volunteers.

QUALIFICATIONS: To perform this position successfully, an individual must be able to carry out all essential duties and responsibilities effectively, with or without reasonable accommodation. The qualifications listed below represent the knowledge, skills, abilities, and competencies required to perform the role at a satisfactory level. This position may be required to occasionally lift or carry objects weighing up to 24 pounds. Reasonable accommodations will be made for qualified individuals with disabilities to enable them to perform the essential functions of the position, in accordance with the Americans with Disabilities Act (ADA) and the California Fair Employment and Housing Act (FEHA).

WORK ENVIRONMENT: This position is primarily based at the assigned Special Olympics Southern California (SOSC) office noted above, where the typical noise level is moderate. The role involves regular driving and travel within the designated and surrounding counties. The employee may be asked to operate SOSC vehicles, rental cars, and/or event vehicles, with or without reasonable accommodation if applicable.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's degree or equivalent in Communications, Marketing, Journalism, or a related field from an accredited college/university. Master's degree preferred.
- Minimum 10 years of professional experience in marketing and communications, with at least 5 years in a leadership role.
- Minimum 5 years of experience in strategic planning, including developing and executing marketing, communications, and crisis response plans.
- Background in developing plans to grow reach in diverse communities.
- Comprehensive understanding of marketing and communications channels (social media, email marketing, websites, advertising, media relations, graphic design, etc.) and how to unify them for cohesive campaigns.
- Experience developing integrated marketing and communications strategies.
- Experience managing or partnering with PR firms, vendors, or regional communications volunteers.
- Nonprofit, volunteer-driven, or cause-based marketing experience strongly preferred.
- Paid or volunteer experience working with individuals with disabilities preferred.
- Proven experience as a lead writer/editor, with a strong portfolio of mission-driven storytelling.
- Supervisory experience with professional-level staff, with demonstrated executive-level strategic thinking and decision-making abilities.

CORE VALUES

Be ATHLETE centric | Be a TEAM player | Be a CHANGE agent | Be a LEADER



SKILLS AND ABILITIES:

- Demonstrated leadership in both strategy and day-to-day execution.
- Excellent project management and organization skills.
- Exceptional writing, editing, and storytelling skills.
- Proficiency in Microsoft Office and familiarity with creative platforms (e.g., Adobe Creative Suite, Canva) preferred.
- Skilled at balancing competing priorities and providing clear, concise communications.
- Strong collaborator with a team-first, solutions-oriented mindset.
- Strong internal customer service skills.
- Must successfully complete a professional reference check and background screening, including a Motor Vehicle Record (MVR) review.
- Must possess and maintain a valid California driver's license and meet the minimum state-required automobile insurance coverage.
- The ability to travel throughout the assigned geographic areas, including occasional evenings and weekends, is an essential function of this position.
- If a condition prevents driving, the organization will engage in the interactive process to explore reasonable accommodations.

APPLY: Our team carefully reviews all resumes submitted for open positions. Due to the high volume of applications we receive, only candidates selected for an interview will be contacted. To apply, please email your resume and cover letter to hr@sosc.org.

Note: *This job description outlines the general responsibilities and requirements of the position and is not an exhaustive list. Duties may change or be assigned as organizational needs evolve.*