



Special Olympics
Southern California

Vice President Marketing/Communications

Long Beach, California

General Background

[Special Olympics Southern California](#) (SOSC) is conducting a national search for the organization's Vice President Marketing/Communications. This position reports to the President and CEO and their primary responsibility is to champion SOSC's mission: To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Special Olympics Southern California serves a wide range of stakeholders including athletes, families, coaches, volunteers, sponsors, donors, partners, schools, Board of Directors, and communities. Established in 1969, SOSC has local offices serving 11 counties from San Luis Obispo to San Diego, providing free programming for children and adults with intellectual disabilities including:

1. **SPORTS** – Promotes activity and reduces isolation among individuals with intellectual disabilities through sports training and competition. Athletes from ages 8 and above develop fitness, social skills, self-esteem, and meet new friends to learn to be the best they can be.
2. **UNIFIED CHAMPION SCHOOLS** – Special Olympics Southern California Unified Champion Schools is a three-component strategy to activate youth, engage educators and promote school communities of acceptance and inclusion where all young people are agents of change.
3. **YOUNG ATHLETES** – Introduces children ages 2-7 to the world of Special Olympics while developing gross and fine motor skills through unified play.
4. **HEALTHY ATHLETES** – Special Olympics is the world's largest public health organization for people with intellectual disabilities, providing access to free health screenings for a population with significant, unmet health needs. The organization is dedicated to providing health screenings and education to athletes while changing the way health professionals interact with people with intellectual disabilities.
5. **ATHLETE LEADERSHIP** – Provides opportunities for athletes to learn leadership skills, whether it is through coaching, being an official, a team captain, a spokesperson, Global Messenger, member of the Board of Directors, or committee member.



With an annual operating budget of more than \$11 million, SOSC programs are supported by a passionate community including more than 50 staff, thousands of volunteers, valued partners, and donors. SOSC serves individuals with intellectual disabilities with high-quality, year-round athletic competition and training opportunities in an inclusive culture that stresses athletic excellence, rewards determination, emphasizes health, and celebrates personal achievement.

This is an especially exciting time to join SOSC with a new and innovative President and CEO. The Vice President Marketing/Communications position will be part of the Senior Leadership team and will play an integral role in the continued shaping of SOSC's organizational vision, strategy, and mission impact, as well as playing a visible leadership role in the next stage of SOSC's growth.

Key Responsibilities

The Vice President Marketing/Communications position requires strategic leadership, innovative messaging, and the engagement of many constituents, keeping athletes at the center of all that SOSC does. SOSC works WITH athletes not for them.

Principal Duties

- Provide leadership for all internal and external marketing and communications – public and media relations, branding, messaging, digital media, social media, merchandising, marketing materials, advertising, digital strategies, as well as graphic design, signage, video production, and local marketing campaigns.
- Provide direct support to the President/CEO and other senior leaders as needed.
- Collaborate and support all SOSC departments: Sports and Programming, Development, Unified Champion Schools, and Finance.
- Manage Public Relations Strategy – generating relevant, impactful media coverage.
- Serve as staff liaison for the Board of Directors' PR/Communications Committee.
- In collaboration with Senior Leadership, develop a 3-year Strategic Plan.
- Oversee the merchandise program.
- Interface with Special Olympics North America and Special Olympics Incorporated to access tools, access new opportunities for athletes, and represent SOSC with other Special Olympics programs' Marketing professionals.

Candidate Qualifications

- Bachelor's degree in Communications, Marketing, or related field.
- 15 years professional experience with internal/external communications.
- 5 years professional experience in strategic planning, including a demonstrated ability to develop and implement marketing and communications plans and crisis communications.
- 5 years professional experience in managing paid employees and volunteers.
- 5 years professional experience in external, internal, and executive communications.



Essential Knowledge/Skills

- Highly skilled in managing an organization-wide brand.
- Exceptional project management skills and ability to manage multiple projects and timelines simultaneously.
- Exceptional storyteller, writer, and copy editor.
- Proficiency in Microsoft Office Suite and Adobe Creative Suite and the ability to learn new software and computer programs. Experience with Canva a plus.
- Knowledge of budget preparation and management.
- Non-profit leadership a plus.
- Experience managing volunteers a plus.
- Professional and/or personal experience working with individuals with intellectual disabilities a plus.

Competencies/Key Characteristics

- Strategic Thinking
- Servant Leader
- Business Acumen
- Diplomatic/Flexible Leadership
- Proponent of Technology
- Problem Solving/Analysis
- Collaboration Skills
- Open-minded
- Creative and Innovative
- Inclusive
- Excellent Oral and Written Communication Skills
- Passion for social inclusion and equality

Compensation and Benefits

SOSC offers the Vice President Marketing/Communications a competitive salary range between \$120,000 to \$145,000 depending on relevant experience and education. Our health and life insurance benefits are available in the first month following the start date. Employees are also eligible to participate in our 403(b) Retirement Savings Plan on the first day of employment. After 12 months of employment, SOSC will match 50% of the first 6% the employee contributes to the plan. We offer accrued sick and vacation leave along with a minimum of 15 paid holidays per calendar year. For more information about Special Olympics Southern California visit: <https://sosc.org>.

Non-Discrimination Statement

SOSC is proud to be an equal opportunity employer. We do not discriminate on the basis of race, color, religion, sex, gender identity or expression, national origin, political affiliation, sexual orientation, marital status, disability, neurodiversity, age, parental status, socio-economic background, military service, or any other characteristic or status protected by applicable law.



Application Process

The search for the SOSC Vice President Marketing/Communications is being conducted by The Moran Company. To apply for this position, submit resume and cover letter to Sheryl Sereda at The Moran Company. **[APPLY NOW](#)**