

Converge: Partners in Access
Vice President of Marketing & Communications
Remote position; Southeast home base is preferred.



ABOUT CONVERGE

Founded in 2018, Converge: Partners in Access is dedicated to ensuring all people can access high-quality reproductive and sexual health care services when they need it, how they need it, and where they live. As the Mississippi and Tennessee grantee of Title X – the only federal Family Planning Program – we collaborate with each state's public health agency, healthcare providers, insurance companies, and community partners to build a healthcare system that places people at the center of reproductive and sexual health care. We also deliver training and technical assistance to providers and conduct policy, advocacy, and research activities that promote increased access to quality care. While our work is in the deep South, the principles, vision, and work of Converge are universal and transferable well beyond our region.

WHAT YOU'LL DO

At a time of organizational growth and an increasing need for Converge's services now more than ever, the Vice President of Marketing & Communications will provide leadership over all aspects of marketing and communications – inclusive of brand management, content creation, audience development, campaigns, and external relations – working collaboratively across the organization to elevate Converge's presence regionally and nationally. Specifically, the Vice President will:

Design, implement, and oversee a comprehensive marketing and communications strategy.

- Develop and implement an integrated and multi-faceted communications plan to support the full spectrum of Converge's services, products, resources, and advocacy work.
- Serve as the strategic leader for Converge's brand, ensuring consistent messaging, visual identity, and brand positioning across all platforms and channels.
- Guide the organization in the optimization and alignment of its marketing initiatives and communication strategies to effectively support and drive outcomes in accordance with the strategic plan and organizational goals
- Oversee the creation and distribution of high-quality, compelling content across multiple channels, including traditional, digital, and social media.
- Develop audiences and campaigns for the launch of new products and services, leading to successful market adoption of new offerings.
- Supervise and coach the Community Engagement Director and Communications Manager for high performance and accountability, empowering them to take ownership of their areas of expertise.
- Lead a coordinated external relations effort, inclusive of maintaining relationships and representing Converge with media outlets, national coalitions, stakeholders, and community-based organizations; identify and participate in state, regional, and national events.
- Manage crisis communications and reputation management efforts, proactively identifying potential risks and developing appropriate response strategies.
- Support the Co-CEOs and other leaders in their roles as spokespeople; write and/or edit messaging for public speaking.

- Stay abreast of trends and news within the field and ensure the Converge remains relevant and central in the broader conversation about Title X and sexual and reproductive healthcare in the deep South.

Serve as a senior leader, department head, internal resource, and culture champion.

- As a member of the senior leadership team, contribute to driving the overall organizational strategy, goals, and priorities.
- Play an active role in Converge’s expansion and roll-out of new programs.
- Manage departmental budget, staffing, vendors, and other administrative needs; ensure efficient allocation of resources and tracking ROI for marketing initiatives.
- Collaborate with cross-functional teams, including clinical staff, operations, and development, to ensure seamless integration of marketing initiatives with organizational goals and priorities.
- Model and foster operating from a place of collaboration, curiosity, and openness to doing things differently.

WHO YOU ARE

- **A healthcare champion who is motivated by Converge's mission and values.** You are inspired to work towards a healthcare system where all people have access to quality, affordable, person-centered family planning care. You thrive in a rapidly growing organization that values humility, collaboration, high-performance -- and above all -- putting people first.
- **A versatile marketing and communications professional.** You bring at least 10+ years of relevant work experience, with experience leading strategies and activities that elevate an organization’s brand and public image. Knowledge of Title X or federally funded health programs, sexual and reproductive healthcare and/or public health is a plus.
- **A "big picture" thinker with the ability to implement tactically.** You take a hands-on approach to translating an organization's vision, mission, and goals into high-value marketing and communications activities. You have experience executing integrated strategies across multiple channels (e.g., digital, social media, and traditional media.)
- **A collaborative people manager who leverages others’ strengths and promotes teamwork.** You have experience in recruiting and hiring talent, building strong teams, and coaching direct reports for high performance and accountability. You bring positivity and a consultative approach in engaging staff in communications activities.
- **An exceptional writer and presenter, with strength in conveying information clearly.** You are skilled in developing compelling content that breaks down an organization's programs and services and inspires a range of audiences. You demonstrate an understanding of the context surrounding an issue area and articulate the “why” behind an organization’s mission.
- **An adaptable, agile, and resourceful team player.** You thrive in a lean nonprofit setting with the ability to stay focused and nimble in the face of growth and change. You are a self-starter with a willingness to jump in and help out where needed. You are open to trying new things and learning from experiments.
- **A tech-savvy marketer who keeps up with tools and trends.** You are proficient in commonly used marketing technologies such as content management systems and marketing automation tools, as well as data analysis tools to evaluate ROI of activities. You stay abreast of marketing trends, best practices, and emerging technologies, with the ability to adapt strategies accordingly.

LOCATION, SALARY, AND BENEFITS

This is a full-time position that can be performed remotely. The starting salary for this position is \$136,800. Benefits include:

- Health insurance coverage through Blue Cross Blue Shield of Mississippi
- Dental insurance through Delta Dental
- Vision insurance through Eye Med
- Life insurance
- Insurance premiums for employees and dependents covered 100% by Converge
- Vanguard SIMPLE IRA plan with a 3% match from Converge
- Paid vacation (15 days) and sick (10 days) leave per Employee Manual, with additional days based on length of time at Converge
- Paid Parental Leave
- Flexible work schedule and remote or hybrid work environment

TO APPLY

Please [apply here](#) with 1) your resume and 2) a thoughtful cover letter that explains your interest in Converge and this position, 3) a marketing-related collateral or a similar writing sample. Address your cover letter to Jitoria Hunter, Chief of Staff. We review applications on a rolling basis and strive to get back to applicants within two weeks.

Converge is an equal-opportunity employer. Converge prohibits discrimination against employees, applicants, and other covered individuals with regard to hiring, assignment, training, promotion, discipline, compensation, and other terms and conditions of employment because of race, color, creed, ethnicity, religion, national origin or ancestry, political affiliation, age, sexual orientation, marital status, sex (including pregnancy), gender (including gender identity), disability, genetic information, veteran status or service in the uniformed forces, or any other characteristic protected under applicable federal, state, or local law.

Converge has retained DH Search to lead the search for a Vice President of Marketing and Communications. DH Search partners with mission-driven organizations to hire the people they need to create a more just and equitable world. Learn more at www.dhsearch.net.