



Vice President of Marketing

New Meridian Corporation, located in Austin, TX seeks outstanding candidates to fill a position as Vice President of Marketing. The VP Marketing reports to the CEO and is a key member of the Executive Team.

Who we are:

New Meridian is an assessment design and development partner that helps states prepare today's students for the challenges of tomorrow. We do that by providing technical expertise and the highest quality, research-validated test content that is uniquely focused on critical thinking, reasoning, and communication skills — the capabilities students will need to thrive in the future.

New Meridian is a 501(c)(3) nonprofit organization located in Austin, Texas. While only three years old, we have multiyear contracts with 10 states and agencies. With our clients, we are pioneering a new way for states to co-develop and share high-quality assessment content that results in states developing higher-quality testing programs more cost effectively.

We are financed primarily through program and licensing revenues, with additional targeted support from philanthropic organizations committed to deeper learning and high-quality assessments.

Our ideal candidate:

We are looking for a strong executive marketing leader experienced in customer relationship and influencer marketing as well as in thought leadership content development and marketing communications to build our brand value and position New Meridian as a thought leader and consultative partner among our prospect customers: State Chiefs of Education and Assessment Directors.

New Meridian offers an innovative approach to customizing state assessments using a shared bank of high-quality assessment content that can be cost-effectively licensed and configured to meet states' custom needs. The VP Marketing will lead efforts to engage existing and prospect customers to educate them on the value of this innovative approach, foster sharing of effective practices with other states, and

create opportunities for New Meridian to learn and improve its approach based on customer needs. By developing these customer relationships, the marketing team identifies new opportunities and helps ensure the sales and government relations teams can effectively articulate New Meridian's innovative assessment solutions in ways that resonate with the needs and goals of prospects and customers.

Our ideal candidate has the following traits:

- An ability to get things done: You are results-driven, resourceful, action oriented, and persistent. You consistently look ahead and anticipate needs before they arise.
- Analytical: You have strong analytical skills and are comfortable reviewing quantitative data to inform your understanding of the market and customer needs and issues.
- Creative mindset: You can quickly adapt and develop creative solutions to challenges. You deeply understand strategies for deepening customer relationships and can synthesize information to recommend a plan of action.
- Emotional intelligence: You are highly self-aware and perceptive to the dynamics of key relationships. You are positive, empathetic, flexible, and curious. You naturally gain the respect of your colleagues through your authenticity, warmth, and competence.
- Trustworthy: You are highly ethical, principled, and mission driven. You operate with integrity and garner the trust of others.

Expected Duties and Responsibilities

Executive leadership

- Participate as a key member of the Executive Team, helping lead the organization to achieve its mission, develop sound strategies, execute on its plans, achieve its goals, develop a strong organizational culture with engaged high-performing employees, and positively impact its clients and their students and families.

Marketing

Lead the development of New Meridian's customer relationship and influencer marketing strategy and build a team to execute that strategy. Develop annual marketing plan and budget and jointly own new business attainment goals with the SVP of Sales.

You and your team will:

- Lead New Meridian's overall corporate and product branding, marketing, and communications, managing a small team of marketing communications, product marketing, and sales enablement specialists, ultimately creating a visual and narrative identity for New Meridian that is cohesive, consistent, and compelling.
- Create opportunities for New Meridian to showcase its consultative expertise and resources by directing the planning and hosting of convenings, colloquia, Webinars, and other forums to engage customers in meaningful discussion of issues and trends related to assessment and accountability.
- Expand New Meridian's brand value and community of registered followers by directing the commissioning of research and white papers on relevant topics of interest to share with current and prospective customers. Promote publications through Webinars and various media.
- Promote New Meridian's consultative expertise in assessment and accountability by coordinating the activities of New Meridian's Ambassadors (former Chiefs and assessment experts) at events and through direct engagement with customers.
- Direct New Meridian's PR and communications strategy, including Web site, social media, earned media placements, and media engagement.
- Coordinate and lead efforts across Product Strategy, Sales, and Marketing to direct New Meridian's product marketing, including product branding, messaging, positioning, and communication of product value propositions demonstrating an awareness of an optimal path from concept to implementation. Direct development of product marketing collateral and sales enablement resources, including competitive intelligence.
- Oversee the development and management of a proposals database to build a repository of proposal text and resources to support Sales in the efficient development of proposals in response to state procurements.

- Use New Meridian's CRM platform to maintain customer and channel partner profiles for marketing purposes, including contacts, data on current assessment program contracts, information on influencer organizations, and trends within the state regarding assessment and accountability to support outreach campaigns. Design metrics to clearly evaluate the success of specific marketing efforts.

Requirements and Experience:

- A bachelor's degree is required.
- 7+ years' experience directing and managing one-to-one customer relationship marketing and marketing communications.
- Excellent written and verbal communication skills.
- Preferred location for this position is Austin, TX, but not a requirement.