

Position Title: VP Strategic Marketing
Posting Date: October 7, 2024
Position Type: Full-Time, Non-Exempt



WEST CENTRAL INDIANA **PARTNERSHIP**

The West Central Indiana Partnership, under the direction of the Terre Haute Chamber of Commerce, is seeking an experienced marketing professional to join their team.

The VP of Strategic Marketing will oversee and direct regional marketing under the WCIP, and help align all other related brands. This person will design, implement and monitor marketing strategies. The ideal candidate is experienced, with proven end-to-end project management as well as digital marketing and paid advertising campaigns. A successful candidate is highly professional, driven and should play a significant role in the strategic planning of our company. You will report to the President/CEO and will oversee internal marketing positions.

Roles and Responsibilities:

- Increase brand awareness through development and implementation of a cohesive marketing plan that encompasses all brands under the WCIP and related-entity umbrellas
- Monitor, scrutinize, and improve marketing campaigns as needed
- Oversee and set goals for internal teams, both long and short term
- Use creative PR strategies to build relationships with stakeholders and media
- Work with partners throughout the region to adopt and implement branding strategies that are compatible with larger regional vision
- Develop and implement market analyzation in order to identify opportunities for improvement
- Conceptualize, guide and support Reputation Management Planning for West Central region

Preferred Skills and Experience:

- Proven work in a senior role such as Marketing Director, VP of Marketing or similar
- Experience in the design and implementation of successful marketing campaigns
- Knowledge and proficiency in relevant marketing analytics
- Excellent leadership, communication and project management skills
- Great decision-making skills and the ability to make difficult decisions
- Bachelor's degree or substantial experience in relevant field such as Marketing or Communications
- Proficiency in Google Business Suite, including Docs, Sheets, Forms, etc...

Additional Information:

- Full-time, approximately 40 hours/week with some flexible scheduling
- Early morning, evening and weekend availability may be required occasionally
- Eligibility for benefits including generous paid vacation, holidays and PTO
- Mileage and expense reimbursement

To Apply:

Visit terrehautechamber.com/careers to apply online after October 7th, 2025.

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The Terre Haute Chamber of Commerce is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status or any other characteristic protected by law.