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Position	Chief Marketing Officer
Level	Executive
Status	Full Time
Department	Marketing & Communications
Location	Norwalk, CT

SeriousFun Children's Network, founded by Paul Newman, is a growing global community of independently managed and financed camps and programs, which have come together with a common purpose — to provide transformative experiences to children with serious illnesses and their families, free of charge. Through our 30 camps and programs around the world, SeriousFun has delivered more than 1.7 million experiences to kids and families since the first camp opened in 1988. Learn more at www.seriousfun.org.

The SeriousFun Support Center is in East Norwalk CT. Our team of 30 staff members provides support services to SeriousFun Member Camps and Partner Programs around the world in order to ensure program and operational excellence, create awareness for the camps worldwide, and foster the continued growth of the Network as a whole.

This position is perfect for you if:

You are an experienced brand, marketing, and communications leader who: believes in our mission to improve the lives of children with serious illnesses; knows how to build and strengthen brand identities; brings a creative approach to increasing awareness of the global SeriousFun Children's Network organization and brand; has a proven track record for effectively reaching and engaging target audiences.

Position Summary

Working closely with and reporting to the Chief Executive Officer, the Chief Marketing Officer (CMO) brings strategy, innovation, and a creative approach to effectively draw greater awareness to our mission and impact. The CMO plays a critical role in providing a clear narrative to internal and external stakeholders to build awareness, revenue, and engagement. The CMO oversees all aspects of marketing, communications, and promotion of SeriousFun Children's Network consistent with the organization's priorities and objectives. The CMO creates and implements marketing and communications strategies that advance the organization's brand position, relevance, and credibility; generates greater engagement amongst target audiences; supports fundraising efforts and revenue generation partnerships; and ensures effective alignment of and collaboration with Member Camps and Partner Programs. In addition, the CMO will serve as a trusted advisor to organizational leadership and ensure a positive reputation for the Network brand.

The CMO leads and supervises the Marketing & Communications team (Marcomm), which currently consists of two Associate Directors (Design and Brand Management), a Senior Manager of Digital Engagement, and a Marketing Manager. The CMO works closely with the SeriousFun Board of Directors and Support Center staff — as well as with teams across the Network and programmatic and corporate partners — to properly articulate and integrate the SeriousFun brand into amplification efforts. The CMO sets the vision and goals for the Marcomm department, manages and supports the team, and develops the operating plan, budget, and practices to ensure progress and results.

ESSENTIAL RESPONSIBILITIES:

Strategic Planning and Oversight

- Develop and oversee marketing and communications portion(s) of the multi-year strategic plan with measurable short- and long-term objectives.
- Oversee Marcomm budgets and plans for all strategic communications, promotion, and engagement.
- Serve as a member of the Executive Team of SeriousFun Children's Network, including as liaison with Board Marketing Committee and other Board leaders.
- Collaborate with CEO, Executive Team, Development department, and other stakeholders to ensure alignment of departmental strategies and resources.
- In collaboration with Research & Evaluation, analyze and communicate research and effectiveness data to describe the impact of the Network camps and programs.
- Articulate and integrate strategy for branding the Network through all communications, collaboration, and engagement efforts.

General Marketing and Department Management

- Manage all owned digital and social properties on behalf of the Network brand.
- Manage the creation of collateral such as the Annual Report, brochures, and other items for use in promotion.
- Manage the license with Newman's Own Foundation for usage of the name, image, and likeness of Paul Newman.

Fundraising Support

- Work closely with the Development team to provide strategic direction on fundraising efforts, including appeals, events, and donor stewardships.
- Ensure effective brand management in relation to fundraising and partnership efforts.
- Support the development of strategic alliances and partnerships, and foster relationships with corporate partnerships through co-marketing efforts to diversify revenue streams.

Public Relations Management

- In collaboration with PR partner(s), lead and manage efforts to secure earned media highlighting the mission and impact of the Network.
- Direct earned and paid media activities, public-facing awareness and engagement campaigns, media training, and oversight in the creation of communication materials and public position statements.
- Serve as lead for brand reputation and crisis communications efforts, including providing ongoing crisis communications support for SeriousFun Member Camps and Partner Programs.
- Serve as key liaison for SeriousFun Network Ambassador and CEO.
- Manage press inquiries.

Key Competencies

- **Job-Specific Skills, Knowledge and Ability:** Demonstrating the application of job-specific technical skills, general knowledge, and/or abilities to add value.
- **Authority and Accountability:** Providing direction of processes, projects, programs, and people. Delegating responsibilities and decisions appropriately. Being accountable for results.
- **Critical Thinking and Decision Making:** Making decisions and solving problems involving varied levels of complexity, ambiguity, and risk.

- **Planning and Organizing:** Defining tasks and milestones to achieve objectives and ensuring the optimal use of resources to meet those objectives.
- **Interpersonal Skills:** Building and maintaining productive work relationships, collaborating with others to achieve common goals, listening and communicating in a way that is inclusive, respectful and supportive of others.
- **Adaptability:** Adjusting one's own behavior to work efficiently and effectively in light of new information, changing situations, and/or different environments.
- **Prudence and Discretion:** Using good judgement and taking great care in fulfilling one's responsibilities and working with others; knowing when, what, how and to whom to communicate regarding sensitive information.
- **Leadership:** Setting a positive example, encouraging and supporting collaboration and teamwork, exhibiting humility, helping others achieve success, being honest and trustworthy.
- **Management:** Mentoring, coaching, and providing feedback, direction, development opportunities, and positive reinforcement to employees. Inspiring commitment, providing vision, promoting, and ensuring alignment with organizational goals and values.

Organizational Values

- **Inclusion** - As a global network, we welcome and celebrate diverse voices and perspectives, and create communities and experiences based on inclusion and belonging.
- **Possibility** - We create opportunities for everyone impacted by our mission to explore their unique talents and abilities, discover their own potential, and imagine what's possible.
- **Collaboration** - We know we are stronger together. Purposeful collaboration and knowledge-sharing across our Network results in greater efficiency, reach, and impact.
- **Innovation** - Inspired by our founder Paul Newman, we continuously innovate and evolve to meet the needs of the children and families we serve and positively impact the world around us.
- **Safety** - Safety and security are cornerstones of SeriousFun's work. As a Network, we create environments and experiences that prioritize the medical, physical, and emotional wellbeing of all.
- **Fun** - We take our work seriously so children and families can focus on having fun.

MINIMUM QUALIFICATIONS AND JOB SPECIFIC SKILLS

Education: Bachelor's Degree (e.g. BA, BS) or equivalent

Years of Relevant Work Experience: 10 - 15 years

Proven skills in:

- Brand identity management, and strategy experience.
- At least five years in a senior brand or marketing role.
- Business acumen demonstrated by a proven track record to build and sustain a complex marketing program.
- Experiences with and understanding of data communications as it relates to messaging about mission advancement, outcomes, and impact.
- Understanding of the continuously evolving communications, media, and digital engagement landscape.
- Experience functioning as a strategist and partnering with senior leadership, board members and others.
- Proven success in leading, mentoring and motivating a high performing team.
- High-level problem-solving, priority-setting, budget management, and decision-making skills.
- Strong project planning and management skills to coordinate resources and initiatives.
- Creative thinking, adaptability, and a positive approach.
- Public Relations experience.
- Experience with fundraising communications

- Effective communication skills, both oral, written and presentation.
- Experiences with corporate partnerships on behalf of a cause or issue/cause marketing a plus.

Preferred Qualifications & Job-Specific Skills

- Education: Post-graduate degree.
- Experience working in NGO's or other non-profit organizations, particularly those with federated/networked structures.

Compensation is commensurate with experience and relevant labor market comparisons.

To apply for this position, please submit your resume, and cover letter and complete an application here [CMO Application](#)