

Better Together

Vice President Job Description

[Better Together](#) is hiring a Vice President passionate about social action and creating lasting change. With roots in Washington, DC, and with global reach, Better Together is set on cultivating a powerful network of partners who share our passion to create opportunities to accomplish impactful, long-lasting change. Our advocacy partners will also prove our commitment to changing the world.

As a Vice President, you will lead and manage campaigns and teams that align with Better Together's mission. Our objective is to find the right person and create the ideal role for them/us, so we're all doing what we love to do in support of our agency's goals.

Location: This is a 100 percent remote position

Hours: 40 per week, U.S. time zones

Compensation range: \$100,000-120,000 per year

We offer healthcare coverage (premiums are covered 100%). 401K match up to 3% and 50% of the next 3% (if the employee contributes 5%, Better Together will match 4%), but that does not exceed 5% of your compensation. You will be mentored directly by the CEO, and we are open to investing in training, conferences and webinars to further your skill set...basically, we want our team to be at the top of our game.

Available to people authorized to work within the United States. We highly encourage candidates who are LGBTQIA+, BIPOC, neurodiverse, disabled, from rural areas, and other communities.

You are a great fit for this job... if you:

- Have a passion for DEI, social change and action.
- Are highly experienced in owned, shared, earned, and paid media and have Successfully led campaigns.
- Not one to shy away from making new business connections and pitching big-picture ideas.
- Are masterful at using empathy to anticipate the needs of others and putting those needs into writing.
- Have a creative mindset and are a collaborative multitasker.
- Are a pro at developing strategy and creativity for client projects and campaigns.
- Go out of your way to communicate in asynchronous team structures.

- Thrive in autonomy and working remotely with limited supervision in a fast-paced, ever-changing environment.
- Are able to organize client relations and lead in project management.
- Are resourceful, proactive, and a problem solver – heck, you thrive on it!

Responsibilities

- Manage multiple (generally 5-7) accounts on a regular, monthly basis.
- Implement strategies and create and execute campaign plans to ensure we deliver on our client obligations.
- Implement day-to-day tactical responsibilities, including planning traditional and social media campaigns.
- Create, implement and manage monthly account planning and activities.
- Lead in-person and/or virtual events, including supplier relations, managing logistics, on-site event management and media relations.
- Assist in developing and executing digital/social media programs and content strategies within integrated paid-earned-shared-owned environments for a variety of social impact-focused clients.
- Be accountable for daily project management and client deliverables and managing critical paths and account activity updates.
- Research and draft media materials, collateral materials, social media content and status reports.
- Conduct media and influencer relations, including pitching, developing and maintaining strong relationships, generating story ideas and pitches, managing earned editorial and coverage for clients, and engaging the right influencers at the right time for the right content.
- Track traditional and social media coverage and compile coverage reports.
- Commit to continuous learning and improvement of skills; set and pursue stretch goals.

Must Haves

- BA/BS in Communications/Marketing/Public Relations/Integrated Marketing or related field.
- 8+ years of agency strategic communications experience preferably in advocacy, social justice or social impact.
- Proven media skills.
- Excellent content writer.
- Creative, strategic thinker.
- Fluency with communications and productivity tools, including or similar to Slack, Asana, Google Drive, Lucidchart and Harvest.
- Strong initiative, leadership skills and work ethic.
- Proven attention to detail.
- Ability to work remotely while managing and multitasking in a highly-collaborative, virtual team environment.
- Basic digital marketing knowledge and the tactics to amplify PR work.

- You design integrated campaigns using social media, online advertising, email marketing and web design.
- You create sharp content, such as social media calendars, video scripts and op-eds.
- History of overseeing multimedia and/or graphic design projects with experience managing designers preferred.

Skills That Will Enable You to Thrive

- You are able to learn quickly, aren't afraid to ask questions, take initiative, and are proactive with your communication.
- You excel at balancing being thorough and efficient in a 100 percent remote work environment.
- You have an internal drive and meticulous organization and prioritization skills, so you can exceed expectations with very limited supervision.
- You take pride in refining your communication, both written and verbal, and especially the ability to speak client-friendly language that makes them feel safe and supported.
- You appreciate personal development, social justice, and liberation culture and are passionate about your own growth.
- You are quick to pick up new tech and tools. We work with a variety of online tools and you will need to be able to use these with some basic training, including Asana, Google Drive, Muck Rack, AI applications (e.g., ChatGPT) and more.
- You have a reliable internet connection and can use video conferencing services, such as Google Meet.

Why It's Awesome to Join Our Team

- Work virtually from anywhere, but we do expect everyone to get their work done on time with high quality.
- You'll work with extraordinary people. Everyone on our team has unique superpowers that are well-honed in different areas. If you like working with passionate, communicative, talented, accountable, creative, generous, fun, and ambitious people... that's us.
- We care about people, empowerment, inclusion and well-being, and we implement this in our programs, services, and internal team. If that's appealing to you – and you care too – you'll be able to have a direct meaningful impact!
- We have a high bar for excellence, results, and integrity. If you're dedicated to detail-oriented quality, you'll succeed here fast.