



The International Bridge, Tunnel & Turnpike Association (IBTTA)

Vice President, Communications, Marketing and
Media Relations

Vetted
Solutions
A PASSION FOR PURPOSE

Position Overview

The International Bridge, Tunnel & Turnpike Association (IBTTA), the worldwide association for the owners and operators of toll facilities and the businesses that serve them, seeks a new Vice President, Communications, Marketing and Media Relations (VP CMMR) to provide innovative leadership and dynamic direction of communications, public relations and content-marketing services to advance IBTTA's mission, strategic goals, and priorities.

The VP will advance awareness of IBTTA and the tolling industry by advancing integrated marketing, communications and media relations strategies to increase outreach and engagement among IBTTA members, stakeholders, and the media. The VP will lead communications efforts designed to support IBTTA's public policy agenda. The VP will serve as IBTTA's chief industry storyteller, sharing the story of this essential industry that drives mobility around the world.

The VP is supervised by the Executive Director/CEO (ED/CEO) and works in partnership with the ED/CEO and the Deputy Executive Director (DED). The VP supervises a team of three including a Senior Writer, Marketing Manager, and a Meeting Content Producer.

Key Responsibilities

Communications

- Raise the voice and visibility of IBTTA and the tolling industry.
- Develop and implement a communications strategy that builds on the current work to ensure that IBTTA members are aware of and take advantage of the value of membership.
- Collaborate with IBTTA staff and volunteer groups (committees, councils, task forces, working groups) to ensure that programs and services receive appropriate recognition from target audiences.
- Develop consistent messaging regarding the association's programs, products and services as well as about the advocacy work IBTTA is engaged in on behalf of members.
- Oversee IBTTA's online strategies, including integration of existing tools to achieve better engagement and development of new media initiatives.
- Promote the use of current social media and engagement tools by both membership and staff to amplify IBTTA's communications impact and outreach.
- Work closely with the team to continue to keep association content relevant and fresh and to develop new content based on member and stakeholder needs.
- Design and implement a strategy to collaborate with members and other transportation organizations to magnify IBTTA's message and speak with one voice.

Marketing and Branding

- Ensure a consistent brand identity for IBTTA and its many components in collaboration with the IBTTA staff team.
- Develop and implement a leading-edge strategy to effectively use all aspects of the marketing- communications toolbox, including social media, partnerships, analytics, and other channels.
- Contribute and provide strategic guidance to content development and strategy for the IBTTA website and all marketing platforms.
- Manage annual department budget and deploy resources in accordance with agreed-upon goals, policies, financial resources, and staffing plans.
- Stay current with trends in marketing, media relations, membership and customer engagement strategies, and digital communications.
- Maintain IBTTA's brand with IBTTA's volunteer team.

Media Relations and Advocacy

- Develop and implement a public relations and media relations strategy, built on our current strategies and designed to support IBTTA's public policy agenda and to enhance the image, prestige and profile of IBTTA and the tolling industry.
- Develop creative story angles and consistently secure coverage in print, broadcast, online and social media outlets with the goal of increasing the visibility of IBTTA programs and policy initiatives across key stakeholder audiences.
- Maintain and grow relationships with media contacts who cover transportation, tolling, road use charging, ITS and related sectors, and participate in interviews and respond to media requests.
- Write, edit and disseminate timely press materials, including news releases, op-eds and letters-to-the-editor.
- Help develop materials to support the policy and government affairs department.
- Build and maintain relationships with transportation publications and their editorial teams. Build editorial calendars and produce content (i.e., articles, interviews, advertorial, etc.) per annual agreements.

Collaboration

The VP works in close collaboration with the staff, board, and members of IBTTA, and especially the Executive Director and CEO, Deputy Executive Director, Director of Policy and Government Affairs , and the Director of Membership and Business Development.

Experience and Qualifications

- A minimum of 15 years progressively responsible experience and familiarity with policy-oriented public relations, communications and marketing.
- Extensive successful writing and editing experience with a variety of print and online communications media.

- Strong initiative and creativity.
- Understanding of the use of digital platforms and technologies for marketing and communications purposes.
- Transportation industry knowledge and experience desirable.
- Demonstrated skill at building relationships with reporters and editors and in successfully positioning subject material with media to achieve high-impact placement.
- Demonstrated ability to collect, analyze and leverage data to reach a variety of audiences more effectively and advance IBTTA goals.
- Experience with a membership association or other nonprofit advocacy organization desirable.
- An understanding of best practices in building communications tools including the importance of SEO.
- Ability to handle multiple priorities under tight deadlines.
- Exercise good judgment and be a good steward of resources.
- Ability to work in the Washington, DC office a big plus.

IBTTA, based in Washington, D.C., is strongly and actively committed to diversity in its workplace.

Digital Presence

Web: <https://www.ibtta.org/>

X: <https://twitter.com/ibtta>

LinkedIn: <https://www.linkedin.com/company/ibtta/>

YouTube: <https://www.youtube.com/user/IBTTA>

Vetted Solutions

A PASSION FOR PURPOSE

Vetted Solutions is an executive search firm focused on serving the Board, CEO and senior staff recruitment needs of purpose driven organizations.

For confidential consideration, please email your resume and cover letter to: IBTTAVPCMMRSearch@vettedsolutions.com or call +1 202 544 4749.

Partners in Panorama – Asia, Australia, EMEA, Latin America,
North America Members of the Association of Executive Search
Consultants – AESC

