



OPPORTUNITY PROFILE

POSITION: Vice President of Marketing and Communications
DEPARTMENT: Marketing
REPORTING TO: President & CEO
REPLY TO: hr@beaconcouncil.com

Position Summary

The Vice President of Marketing & Communications leads Beacon's integrated marketing, communications, brand, and storytelling function. The role is responsible for strengthening how Beacon positions Miami-Dade, communicates its economic value proposition, demonstrates organizational impact, and engages the companies, investors, partners, policymakers, media, and civic leaders essential to its mission.

The Vice President may bring deeper expertise in either marketing and brand or strategic communications and reputation. In either case, the successful candidate must have the enterprise judgment to lead both disciplines, build a complementary team, and translate Beacon's strategy, economic intelligence, and organizational priorities into compelling market positioning, communications, and engagement.

Team & Operating Model

The Vice President leads a lean Marketing & Communications team that includes a manager/director-level professional with complementary marketing or communications expertise and a Marketing & Communications Beacon Fellow, supplemented by specialized external agency and contract support. The VP is responsible for building an integrated team in which internal and external capabilities are aligned around Beacon's highest-priority marketing and communications needs.

Core Responsibilities

Enterprise Strategy & Leadership

- Set the annual marketing and communications strategy, priorities, budget, and performance measures.
- Lead an integrated function across marketing, communications, brand, digital, media, executive communications, and storytelling.
- Build and manage a complementary team, using internal staff and external specialists to ensure strong capability across both marketing and communications.
- Establish clear workflows, standards, and priorities so the function remains focused on the organization's highest-value needs.
- Establish performance measures for the function and use audience, channel and campaign data to continuously improve strategy, content and resource allocation.



- Build, lead and develop a high-performing team, using internal staff and external specialists to ensure strong capability across both marketing and communications.

Marketing, Brand & Market Positioning

- Strengthen and steward the Beacon brand across all external-facing channels and materials.
- Partner with Business Development and Economic Intelligence to develop compelling sector cases and market-facing value propositions for Miami-Dade.
- Lead targeted campaigns in priority domestic and international markets.
- Oversee digital marketing, audience strategy, sales-enablement materials, creative standards, and marketing analytics.
- Build reusable tools, templates, and AI-enabled systems that improve quality and efficiency across the organization.

Strategic Communications & Reputation

- Support enterprise leadership in communicating major organizational priorities, changes and milestones to staff and other internal stakeholders.
- Lead Beacon's corporate communications, media relations, reputation management, and issues communications.
- Oversee the editorial calendar, newsletters, website content, social channels, announcements, and other stakeholder communications.
- Build and maintain strong relationships with relevant media and external communications partners.
- Ensure Beacon communicates consistently, credibly, and effectively in both proactive and high-stakes situations.

CEO & Executive Communications

- Develop a focused CEO communications and thought-leadership strategy across speeches, presentations, media, commentary, social media, and major organizational messages.
- Work closely with the President's Office to identify opportunities where executive voice and visibility can advance Beacon priorities or shape the regional economic conversation.
- Provide senior leaders with clear messaging and communications support for consequential external engagements.

Economic Storytelling & Enterprise Enablement

- Translate economic research, company successes, investment activity, talent trends, and program outcomes into compelling stories for external audiences.



- Support Business Development, Partnerships & Fund Development, Economic Intelligence, and Foundation platforms with positioning, communications, and market-facing materials.
- Help investors, partners, and stakeholders understand Beacon's value and impact while preserving clear ownership of relationships and fundraising within the appropriate functions.
- Use marketing and communications to strengthen Beacon's relationships with companies, investors, partners and other priority stakeholders through disciplined audience segmentation, relevant content and sustained engagement.

FY27 Priorities

- **Brand System & AI-Enabled Templates** — Establish standardized, high-quality brand tools and templates embedded into Beacon's everyday workflows.
- **Sector Cases** — Develop a consistent suite of evidence-based, branded cases for Beacon's priority industries.
- **Content & Communications Discipline** — Establish a strong monthly newsletter, editorial calendar, digital standards, and predictable communications rhythm.
- **CEO Thought Leadership** — Implement a focused executive communications calendar tied to Beacon's strategic priorities and Miami-Dade's economic narrative.
- **Priority-Market Campaigns** — Execute targeted campaigns supporting business-development activity in New York/Tri-State and Chicago, with additional markets added selectively.
- **Measurement** — Build and implement a practical marketing scorecard for reach, engagement, earned visibility, asset utilization, campaign performance, and contribution to enterprise priorities.

Leadership Profile

The successful candidate will be an accomplished marketing and communications leader with particular depth in either **marketing/brand** or **strategic communications/corporate affairs**, and sufficient breadth and judgment to lead an integrated function.

The candidate should bring:

- 7+ years of progressively responsible experience in marketing, communications, brand, public relations, corporate affairs, or a related discipline, including significant leadership responsibility.
- Demonstrated ability to set strategy and translate it into disciplined execution.
- Exceptional written, verbal, editorial, and presentation skills.
- Strong brand, audience, and storytelling judgment.
- Experience leading teams and managing external agencies or specialized partners.
- Fluency with digital platforms, analytics, and modern AI-enabled marketing and communications tools.
- Ability to operate credibly with CEOs, senior executives, public officials, media, investors, and institutional partners.



- Strong business judgment and the ability to prioritize effectively in a lean organization.
- Familiarity with economic development, business, Miami-Dade, or similarly complex public-private environments strongly preferred.
- Bachelor's degree or equivalent experience required; advanced degree welcome but not essential.

Role Design

Candidates may come from either a marketing-led or communications-led background. Beacon expects to complement the Vice President with manager/director-level depth in the other discipline, supported by external specialized capacity as needed.

The Vice President must therefore be exceptional in at least one lane and credible enough to lead both — able to set standards, hire well, evaluate quality, integrate the function, and know what excellent work looks like across marketing and communications.

This is an enterprise leadership role, not a production-management position. The VP does not own investor relationships, fundraising, economic research, program delivery, or events; the role makes those functions more effective through strong positioning, communications, brand, storytelling, and market activation.