



# Vice President of Marketing

The Vice President of Marketing for The Center for Leadership Studies (CLS) is a member of the strategy team, as well as the team lead and mentor for the marketing and business development functions. This data-driven individual will oversee the strategy for digital marketing, branding, public relations and business development both domestically and globally. The Vice President of Marketing holds a decision-making role, assisting in the development of the organization's overall strategy while providing input and perspective from their function and experience. In addition to being strategic, the Vice President of Marketing is creative and willing to perform hands-on tasks to achieve results. Lastly, this position reports directly to the Chief Executive Officer.

## Key Responsibilities

- Serve as the cross-functional liaison between marketing and other commercial teams to ensure priorities, capacity and strategic business goals are aligned
- Enhance the voice and messaging of the organization across the training industry
- Institute business process improvements through analysis of current systems to provide optimal efficiency and speed while ensuring high-quality standards
- Develop effective business development practices to achieve pipeline goals and ensure marketing and sales alignment
- Manage marketing calendar, including campaign, content and event deliverables while tracking marketing spend and ROI

## Requirements

- Located within the Raleigh-Durham area (or willing to relocate)
- Bachelor's degree is required
- 5-7 years working at the Marketing/Business Development Director level or higher
- Knowledge of training, learning and the leadership development industry is preferred
- Familiarity with the Situational Leadership® Model is preferred



- Significant experience with marketing automation and CRM solutions (Marketo and Salesforce are preferred)
- Knowledge of social media, SEO and overall digital marketing best practices
- Familiarity with WordPress CMS
- Proven project management and team organization skills
- Outstanding mentoring, coaching and people management skills
- Strong analytical, organizational and problem-solving skills
- Experience working globally and penetrating international markets
- Ability to thrive in a very dynamic, fast-paced environment
- Comfortable with making difficult real-time decisions regarding lead distribution

Please direct inquiries to [jobs@situational.com](mailto:jobs@situational.com)

A successful candidate will be:

- Hardworking, persistent, dependable and responsive
- Have good judgement, show maturity and be positive and enthusiastic about the job
- Be an excellent team member as well as team leader
- Maintain a reputation for professional credibility and personal integrity

We offer a competitive and attractive compensation package, including:

- Career opportunities
- Performance culture
- Comprehensive medical/benefit coverage

## Company Overview

For more than 45 years, The Center for Leadership Studies (CLS), founded by Dr. Paul Hersey, has been the global home of the original Situational Leadership® Model. With over 14 million



leaders trained, Situational Leadership® is the most successful and widely adopted leadership model available. Deployed in more than 70% of Fortune 500 companies, Situational Leadership® transcends cultural and generational differences and equips leaders around the globe with the skills necessary to address a specific challenge, drive behavior change and increase productivity. CLS' diverse product portfolio includes a comprehensive off-the-shelf leadership curriculum founded on our proven, research-based competency model. In addition, CLS has more than 25 years of experience designing and developing award-winning custom training solutions.

CLS services customers both domestically and internationally through an extensive network comprised of over 200 learning professionals in more than 35 countries. Our global affiliates and facilitators understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages.

## Our Values

At The Center for Leadership Studies we view each customer opportunity as a long-term partnership. In such relationships, we believe that the values of the people that you choose to do business with can have an equal impact on the success of your learning endeavors as can the technical skill sets. Put a different way, we feel it's important for you to know who we are and what we stand for. Below are the values we strive to live by each day. They represent the expectations that we have for each and every CLS team member:

### **Be Responsive: Service is Inside and Out**

Do what you say you are going to do when you say you are going to do it. Don't over promise and never under deliver.

### **Embrace Teamwork: Invest in Others**

Strive to continually develop and nurture your base of personal power.



### **Own Your Actions: Take Personal Responsibility**

Follow through on your commitments with relentless attention to detail, completion and results.

### **Maintain Your Integrity: Do the Right Thing**

Communicate openly and honestly: Develop a reputation grounded in personal and professional credibility.

### **Have Fun: Take a Minute to Smile**

Enjoy the journey (celebrate victories; keep setbacks in their proper perspective). Embrace the fact that work and fun are NOT mutually exclusive terms.