



<b>Job Title</b>	Chief Marketing and Communications Officer
<b>Reports To</b>	Chief Executive Officer
<b>FLSA Status</b>	Exempt
<b>Approval Date</b>	1/2025

The **Chief Marketing and Communications Officer (CMCO)** will join Sigma Nursing at a pivotal moment in its 100-year history, serving as a transformative leader who will help shape the future of an organization dedicated to advancing global nursing excellence. This role is more than a professional opportunity—it's a chance to make a meaningful impact by elevating Sigma's voice, uniting its diverse global community, and amplifying its mission to inspire and support nurses worldwide.

As a strategic leader and member of the executive team, the CMCO will reimagine Sigma's marketing, communications, and public relations strategies, ensuring they honor the organization's storied past while boldly charting its path for the next century.

## **Key Responsibilities**

### ***Strategic Leadership***

- **Lead with Purpose:** Develop and implement a marketing and communications strategy that reflects Sigma's mission to empower nurses globally and aligns with its transformative vision for the future.
- **Collaborate at the Highest Levels:** Serve as a trusted advisor to the CEO, board, and executive leadership team, offering insight and innovation to strengthen Sigma's messaging and engagement.
- **Drive Transformational Change:** Identify and leverage emerging trends, tools, and strategies to modernize Sigma's approach while embracing its rich history.
- **Align and Inspire:** Work cross-functionally to ensure marketing and communications initiatives support Sigma's strategic goals, including global expansion, membership growth, and diversity, equity, inclusion, and belonging (DEIB).

### ***Brand Management***

- **Celebrate the Sigma Legacy:** Build on Sigma's century of leadership to position the organization as a trusted global voice in nursing excellence.
- **Deliver Inspiring Messaging:** Craft a cohesive and compelling brand narrative that resonates with members, partners, and the broader nursing community.
- **Enhance Visibility:** Create innovative campaigns and materials that increase awareness of Sigma's impact and leadership in the nursing profession.
- **Tell the Story of Nursing:** Use storytelling to highlight the passion, commitment, and innovation of nurses worldwide and Sigma's role in their success.

### ***Marketing and Campaign Execution***

- **Champion Multi-Channel Marketing:** Oversee the execution of integrated marketing campaigns, leveraging digital, social media, email, advertising, and traditional platforms to engage and inspire.
- **Build Positive Connections:** Develop and manage public relations strategies that foster strong relationships with media, stakeholders, and influencers.
- **Create an Engaging Digital Presence:** Ensure Sigma's online platforms reflect the organization's mission and provide an enriching experience for its global audience.
- **Maximize Impact:** Design marketing strategies that drive engagement, membership growth, and support for Sigma's programs and initiatives.

### ***Team Leadership***

- **Inspire and Empower:** Lead a passionate, diverse marketing and communications team with a focus on collaboration, creativity, and accountability.
- **Cultivate Excellence:** Foster a culture of innovation and continuous improvement while supporting professional growth within the team.
- **Build Bridges:** Encourage teamwork across departments to ensure cohesive messaging and strategic alignment.
- **Celebrate Success:** Recognize and reward the team's contributions to advancing Sigma's mission.

### ***Stakeholder Engagement***

- **Unite the Sigma Community:** Partner with internal and external stakeholders to align messaging and strengthen relationships with members, donors, and global partners.
- **Enhance Member Value:** Develop strategies to communicate the unique benefits of Sigma membership and inspire deeper engagement.

- **Expand Global Reach:** Position Sigma as a unifying force for the nursing profession worldwide, fostering connections across borders and disciplines.

### ***Metrics and Analysis***

- **Measure What Matters:** Establish meaningful key performance indicators (KPIs) to assess the success of marketing and communications efforts.
- **Drive Insights:** Use data and analytics to refine strategies and improve outcomes.
- **Invest in Innovation:** Stay ahead of industry trends to ensure Sigma remains at the forefront of association marketing and communications.

### **Qualifications**

#### ***Education***

- Bachelor's degree in marketing, communications, public relations, or a related field. Advanced degree preferred.
- Certified Association Executive (CAE) designation preferred.

#### ***Experience***

- At least 7 years of senior leadership experience in marketing and communications, with demonstrated success in leading transformational initiatives.
- Professional association or mission-driven organization experience strongly preferred.

#### ***Skills and Expertise***

- Visionary leadership with a passion for advancing mission-driven organizations.
- Expertise in branding, storytelling, digital marketing, and public relations.
- Strong analytical mindset with a focus on data-informed decision-making.
- Exceptional written, verbal, and interpersonal communication skills.
- Proven success in managing teams, budgets, and external partnerships.

### **Why Join Sigma Nursing?**

At Sigma Nursing, you'll have the extraordinary opportunity to work with an organization at the forefront of global nursing excellence. As the CMCO, you'll help shape the future of nursing by amplifying the voices of those who care for our world. This role is your chance to honor a century of impact while leading the transformation that will define Sigma's legacy for generations to come. Together, we'll inspire nurses everywhere to achieve their fullest potential and create a healthier world for all.