



## ABOUT OUR ORGANIZATION

PNCB is the largest and most essential organization for the certification, continuing education, and competency development of nursing professionals who provide care for children, adolescents, and young adults. Established in 1975, PNCB certifies more than 56,000 nursing professionals who actively hold at least one of our four credentials: Certified Pediatric Nurse (CPN), Acute Care Pediatric Nurse Practitioner (CPNP-AC), Primary Care Pediatric Nurse Practitioner (CPNP-PC), and Pediatric Primary Care Mental Health Specialist (PMHS). We're passionate about the positive impact our services have on nurses, children, and families. And with an annual renewal rate of 96%, PNCB-certified nursing professionals are passionate about holding our credentials.

## ABOUT OUR STAFF

We're a group of 27 highly dedicated, committed professionals passionate about our mission! We consider it a joy to credential our certificants so they can provide best-in-class patient care. We're also excited to work with each other. So much so, for several years we have earned a "Best Place to Work" award for cultivating a people-centric culture that respects every person who dedicates their time to our wonderful nurses. Our core values are on full display every day: Integrity, Teamwork and Approachability, Responsive Communication and Service, Supportiveness and Inclusivity, and Excellence.

## YOUR ROLE

The Vice President of Marketing and Business Relations is a mission-driven leader responsible for developing and executing a comprehensive strategy that advances PNCB's brand and reach domestically (short-term) and globally (longer-term), fosters professional partnerships, and drives growth of certification, certificate, micro-credential, and continuing education programs. As a member of the executive leadership team, this role plays a critical part in shaping the voice and visibility of PNCB across multiple channels.

This role reports to the Chief Operating and Financial Officer (COFO) and supervises the Manager of Communications, and Marketing and Communications Coordinator. This is a very collaborative role, working closely with the CEO and Executive Office, Certification Services, Credentialing Services, and Operations departments.

## WHO YOU ARE

- An innovative, strategic marketing leader able to grow market share and advance mission
- A creative thinker, storyteller, and editor, building brand visibility through digital strategy
- Analytical problem-solver and critical thinker, able to translate vision into actionable results
- A skilled project manager and systems thinker, with a **highly inclusive** leadership style
- Stakeholder-focused, with a cross-functional approach to strategy and decision-making
- Highly relational with a "velvet touch," influencing through inquiry and trust building

All PNCB senior team leaders are expected to demonstrate future-focused, results-driven leadership that integrates strategic oversight, operational excellence, and organizational agility. They guide the implementation and prioritization of strategic plans, oversee complex project planning and financial stewardship, and champion innovation through thoughtful vetting of new initiatives. Leaders communicate the vision with clarity, synthesize complex ideas, and align PNCB organizational goals with emerging trends and metrics. They embody autonomous leadership while remaining highly collaborative—mentoring others, managing teams, resolving conflicts, and fostering accountability.

## RESPONSIBILITIES

- Strategic Marketing and Brand Development
  - Designs and leads a strategic, integrated marketing and communications plan that promotes PNCB certification programs and the furtherment of the pediatric nursing profession.
  - Builds and maintains a strong, consistent brand identity that resonates with candidates, certificants, employers, industry partners, as well as the broader general public.
  - Ensures cohesive messaging and visual identity across all print, digital, and web platforms.
  - Advances the organization's national presence through strategic positioning, thought leadership, and brand visibility within pediatric nursing, healthcare, and academic communities.
  - Supports new product development branding and marketing, potentially on an international scale.
- Digital Strategy and Content Marketing
  - Oversees digital strategy across web, social media, email marketing, and online communities to amplify reach and impact, and with a focus on engagement and conversion.
  - Ensures a compelling and user-friendly web presence that effectively communicates PNCB's mission and services.
  - Leads the creation of mission-aligned, high-impact content for various platforms and audiences.
- Content Development and Communication Expertise
  - Oversee hiring and management of Manager of Communications to produce creative, compelling digital marketing and print content.
  - Ensures brand voice and messaging are consistent, compelling, and aligned with PNCB's strategic goals across all communication platforms and stakeholder audiences.
- Technology Integration and Innovation
  - Champions strategic application of key technology platforms, including customer relationship management (CRM) systems) marketing automation tools, and AI-powered solutions to enhance engagement, streamline operations, and drive innovation.
  - Maintains a forward-looking approach to emerging technologies, with the ability to evaluate, implement, and support ongoing advancements that align with PNCB's growth and marketing strategy.
- Team Leadership and Collaboration
  - Leads, mentors, and develops a team of marketing and communications professionals.
  - Fosters a culture of excellence, creativity, accountability, and cross-functional collaboration.
  - Works closely with internal departments to support marketing and communication needs.
  - Fosters an inclusive, mission-aligned, and collaborative team culture.
- Measurement and Continuous Improvement
  - Establishes clear performance metrics for marketing and communications activities.
  - Analyzes campaign performance and stakeholder engagement to inform future strategy.

- Utilizes market intelligence to better understand candidate motivations, candidate needs, and employer priorities.
- Regularly reports progress to the COFO, CEO, and Board of Directors on brand awareness and strategic communications impact.
- Supports innovation and continuous improvement of candidate and stakeholder experience using data and feedback.
- Business Relations and Communications
  - Leads internal and external communications, including media relations, public affairs, executive visibility, and stakeholder messaging.
  - Oversees strategy and execution of industry event exhibits, abstract submissions, and overall event engagement.
  - Serves as a strategic advisor and messaging coach to PNCB leadership on public speaking, content expert opportunities, and crisis response.
  - Manages the development of key content including annual reports, newsletters, press releases, and executive communications.

## QUALIFICATIONS AND SKILLS

- Bachelor's degree in Marketing, Communications, Public Relations, or equivalent experience; advanced degree preferred.
- 10+ years of progressively responsible experience in marketing or communications, with 5+ years in a leadership role.
- Experience working with an association or certification organization is preferred.
- Proficiency in digital platforms, CRM systems, analytics tools, and content management systems.
- Experience developing marketing budgets and tracking expenses, to ensure a positive ROI
- Experience in the development of international marketing plans a plus.
- Proficiency in Teams and SharePoint preferred.

## LOCATION

This is hybrid work environment. Expect to work in the PNCB Rockville, MD office one day per week (currently Tuesday). Up to 20% travel is required in order to attend Board meetings, partner meetings, and industry events as needed. Additionally, some global travel may be required in the future.

## COMPENSATION

- Salary range: \$140 – 160K
- Benefits include 100% paid single medical coverage, 401K 4% automatic contribution + 2% match, and \$3000 contribution to HSA

## APPLICATION PROCESS

Email thoughtfully crafted cover letter and resume to Shira Lotzar at Purposeful Hire: [shira@purposefulhire.com](mailto:shira@purposefulhire.com)