

Vice President, Marketing & Communications

Full-Time • Exempt • Reports to President • Remote

Family Policy Alliance considers every position a ministry role. All team members are expected to:

- Hold a personal relationship with Jesus Christ and fully subscribe to FPA's Statement of Faith, Foundational Beliefs, Vision, Mission, Strategy, and Shared Values, while embracing individuals representing diverse communities within the Christian faith.
- Demonstrate a mature personal faith, including a consistent devotional life and a clear sense of calling to ministry that advances biblical values through legislation, elections, and culture.
- Work comfortably and respectfully alongside those holding non-Christian or secular beliefs, upholding the command to “love your neighbor as yourself.”
- Exhibit poise and diplomacy shaped by Christian character — the Second Greatest Commandment, the Golden Rule, and the fruit of the Spirit.

Position Overview

The Vice President of Marketing & Communications leads FPA's marketing and communications strategy across the organization's four areas of focus and strategic methods — mobilization, education, advocacy, and convening — with success measured by growth in the people and organizations who join, engage, and share FPA's mission. This role sits on the Leadership Team, sets the standard for FPA's brand and voice, and builds strong marketing and communications partnerships across the Family Policy Council network and national alliance.

Key Responsibilities

Strategy & Leadership

- Set and lead marketing and communications strategy under FPA's Vision Framework and Annual Plan, tracking performance by growth in people and organizations who join, engage, and share the mission.
- Serve on the Leadership Team to ensure marketing and communications efforts are fully integrated — not siloed — across FPA's efforts to convene, educate, advocate, and mobilize; drive performance objectives with internal teams, allies, and vendor partners.

Brand & Messaging

- Serve as final approver for use of FPA's intellectual property, brand, voice, logos, and messaging, and build a system for content curation, production, and deployment across all channels and hooks/stories owned by FPA and its alliance partners.
- Assemble work across FPA's four focus areas into a cogent, conversion-focused effort across all marketing channels, staying current daily on news hooks and story opportunities.

Partnerships & Coalition Building

- Build and maintain relationships with marketing and communications counterparts at Family Policy Councils and national allies.
- Recruit marketing and communications talent and amplifiers from within the alliance network, including program alumni.
- Participate in strategically aligned coalitions and committees.

Media & Public Representation

- Represent FPA in national and local media — interviews, quotes, and commentary — and at conferences that advance FPA's vision, policy priorities, and legislative relationships.

Budget & Strategic Awareness

- Steward budgets for marketing and communications initiatives.
- Stay current on internal strategic initiatives and external events that shape ministry strategy, and communicate implications clearly to internal teams, allies, and vendor partners.
- Perform other duties as assigned in support of the team.

Qualifications

- A mature, growing personal relationship with Jesus Christ and full agreement with FPA's Statement of Faith and core beliefs
- Bachelor's or master's degree in marketing, communications, or a related field, or equivalent demonstrated experience; 7+ years of progressive, relevant experience
- Demonstrated ability to build trust within the team and resolve conflict constructively — addressing problems candidly and respectfully with an “us against the problem” mindset; works effectively in a collaborative, team-centered environment, both internally and with external allies and stakeholders
- Demonstrated success leading marketing and communications for a national organization or mission-driven enterprise
- Proven ability to lead through influence, collaborate across departments, and operate effectively as a member of a senior leadership team
- Exceptional writer, editor, storyteller, communicator, and presenter
- Strong strategic thinker who can move seamlessly between big-picture strategy and hands-on execution
- Demonstrated ability to manage multiple high-priority initiatives in a fast-paced, deadline-driven environment
- Experience managing significant budgets, teams, vendors, agencies, and external relationships
- Strong understanding of the national nonprofit, advocacy, politics, and media landscape
- Demonstrated commitment to the organization's mission and ability to communicate its values with authenticity and conviction
- Aptitude for technology, including web, AI, CRM, call center, text, email, Microsoft 365, and advocacy/constituent relationship management platforms

Work Environment & Travel

- Remote position
- Some travel required

Salary commensurate with experience – \$100,000+, **Benefits** package [benefit list](#)

About Family Policy Alliance

Family Policy Alliance is a non-profit, 501(c)(4) religious ministry. Together with our 501(c)(3) ministry, Family Policy Alliance Foundation, we are dedicated to a nation where God is honored, religious freedom flourishes, families thrive and life is cherished.

If you have the above qualifications, please submit your **resume** and a **cover letter** stating the reasons you would like to work for Family Policy Alliance to careers@familypolicyalliance.com. Thank you for your interest in Family Policy Alliance.