

## Vice President of Program Content and Communications

### USGIF - United States Geospatial Intelligence Foundation

#### Details

**Posted:** 17-Jun-25

**Location:** Herndon

**Type:** Full Time

**Salary:** \$180,000 - \$190,000

**Categories:**

Communications/Editorial

Government Relations

Marketing

**Salary Details:**

USGIF offers a generous benefits package, including 100% paid individual employee health care, 401(k) with match, hybrid work environment AND a performance based bonus. Join a small and collaborative team. Deadline to apply July 1!

**Required Education:**

4 Year Degree

**About USGIF:** The United States Geospatial Intelligence Foundation (USGIF) is a 501(c)(3) nonprofit educational foundation. We are dedicated to promoting the geospatial intelligence tradecraft and developing a stronger GEOINT Community with government, industry, academia, professional organizations, and individuals who develop and apply geospatial intelligence to address national security challenges. USGIF achieves its mission through various programs and events. Along with building the community, advancing the tradecraft, and accelerating innovation.

**Job Summary:** The Vice President of Program Content and Communications plays a pivotal, high visibility role as a member of the USGIF Executive Team, leading content development for all the Foundation's events and programs. This includes the Foundation's signature annual GEOINT Symposium, GEOIntertion Tuesdays, Mission Focus, Spatial Edge, the GEOINT Gala, and other ad hoc programming covering a variety of enduring and emergent topics of interest in the areas of intelligence, defense, and homeland security – and, increasingly, the commercial sector. The VP of Program Content and Communications also oversees the Foundation's marketing and communications efforts to ensure consistency of brand and messaging across a variety of platforms and media.

**Responsibilities:**

- **Serve as a member of the USGIF Executive Leadership Team, providing direction for the Foundation's events and activities and establishing a climate of teamwork, collaboration, and constant improvement in service of the Foundation's mission:**
  - Recommend and execute a prioritized strategy to encompass the technology and program influences on changing mission and markets.
  - Alongside the other members of the leadership team, ensure the long-term sustainability of the Foundation, promoting a culture of collaboration and staff effectiveness.
  - Serve as a spokesperson for the Foundation, employing external communication and public relations skills to extend the visibility, value, and reputation of the organization.
  - Leverage and improve event offerings to engage broad and expanding audiences.
  - Develop and expand programs and communications that appeal to members and prospective members across multiple sectors- ex. defense, intelligence, public safety, civil agencies, and disaster relief. Engagement with new members in the

expanding commercial GEOINT/geospatial industry is an important element of USGIF's purpose.

- Plan and execute communications strategies that highlight the thought leadership and philanthropic contributions of the Foundation with key government, academic, and private sector stakeholders and the public.
- **Plan and deliver USGIF programs that deliver value to Foundation partners and members with a focus on the Foundation's three strategic goals of building the community, advancing the tradecraft and accelerating innovation.**
  - Lead program development, agenda creation, and serve as a primary contact for senior leaders of external organizations and stakeholders
  - Develop themes and agendas for events, invite and coordinate with speakers, and work with speakers' staffs to ensure successful on-site experiences and resolve conflicts or problems if they arise.
  - Serve as on-site lead to ensure event agendas are executed appropriately, troubleshoot issues, and manage event production staff/vendors as appropriate
  - Work with event producer and production team to ensure production capabilities and speaker needs align
  - Communicate dates, FAQs, and key deadline changes to internal stakeholders (e.g., Executive Leadership Team, staff, customer service) and external stakeholders (e.g., speakers, assistants, travel coordinators, public affairs staff)
  - Facilitate planning meetings and communicate decisions, action items, and interim and final reporting (accurate, thorough, meaningful)
  - Monitor timeline and fulfillment of deliverables for event sponsors
  - Ensure cross-staff efforts for marketing, exhibit sales, registration, and exhibit operations are clearly understood and well synchronized
  - Develop key messages that underpin and are reflected in all USGIF communications media (including emails, the USGIF website, external media and advertising).
  - Develop strategies and means to ensure USGIF communications are clear, timely, and informative for intended audiences.
  - Periodically review and evaluate effectiveness of programs and communicate improvement opportunities
- **Ensure the USGIF staff's business and administration activities are shaped for the effective and efficient conduct of the Foundation mission:**
  - Contribute to development and execution annual budget and business plans; work with CEO, staff, and members to ensure delivery of outcomes consistent with the Foundation's mission, member interests, and market/technology trends.
  - Manage USGIF programs staff to successfully execute operational plans, programs, and symposia within budget and timelines.
  - Oversee the hiring and administration of programs staff, including development of meaningful performance plans and feedback, professional development, and annual performance incentives.
  - Support the CEO in planning and conduct of USGIF Board Meetings

## **Work Experience**

- Minimum of 10 years' experience working in or with the geospatial intelligence or a related community
- Minimum of 10 years leading direct reports and managing contractors/vendor relationships
- Strong familiarity with the U.S. defense, intelligence, and homeland security communities, and the technologies and trends within the broader geospatial intelligence industry
- Familiarity with small business operations and/or nonprofit operations and management is a plus

## **Education and Knowledge/Skills/Abilities**

- Bachelor's degree required; Geospatial Sciences, Political Science, Marketing, or Communications preferred. Related advanced degree is a plus
- Excellent interpersonal and communication (oral and written) skills
- Must be a solid leader, a motivated follower, and a collegial teammate
- Ability to multi-task, prioritize, and meet deadlines in a fast-paced environment
- Excellent computer skills with proficiency in Microsoft Office
- Must be able to travel nationally occasionally and internationally (rarely)

**Working Conditions:**

- This position is primarily a remote work role. However, employee must be able to attend weekly staff meetings, quarterly board meetings, and ad hoc team-focused sessions in person (no travel funding will be available for routine in person meetings).
- Periodic attendance at local evening events
- Occasional travel required for annual symposium and other ad hoc programs
- Being able to lift materials (~25 lbs.)

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<https://careerhq.asaecenter.org/jobs/21424261/vice-president-of-program-content-and-communications>