



## **MARKETING DIRECTOR**

**Being Brllnt comes with its own set of expectations - it's a big name to live up to both for the clients we represent, the work we produce, and the culture we embody.**

We show up every day caring about the results we impact, the designs we craft, and the stories we tell. We know when we can do better, when we can learn more, when we need to lean on our team for ideas and answers, and knowing when we need to step up. Our expectation at Brllnt is such. We don't expect perfection, we expect brilliance.

---

Brllnt is expanding its team and is looking to add a knowledgeable Marketing Director to our team who knows how to build campaign strategies while stepping in to help support a growing team when needed. This position currently oversee two direct reports and will be tasked to mentoring, training, and hiring team members as our capacity needs expand.

### **Salary:**

- Negotiable, annually
- Health, dental, and vision insurance covered up to 80%
- Unlimited Vacation
- 401K (after 6 months)

### **Reports to:**

CMO

As an integral member of the Brllnt marketing leadership team, you are responsible for developing, implementing and executing strategic marketing initiatives and plans to support the overall mission and goals of Brllnt and its clients.

Day-to-day tasks include management of client needs and requests, client communications, managing and coordinating tasks as needed, leading market research efforts to uncover the

viability of current and existing products/services, creating and executing marketing plans, conducting research, and leading social media and ad management.

You will also be responsible for client communications, managing projects, and building a cohesive, creative, and fun marketing to develop, execute, and manage social, digital, brand, communications, and marketing strategies for Brillnt and its clients. While you have a team to support you, no task is too small for any Brillnt team member. There may be times when you need to step in and execute - so understanding how to execute is critical to this role.

## Requirements

- **Must have** previous marketing strategy experience including campaign building, audience assessment, social media engagement, paid media management, presenting and pitching.
- Excellent writing skills + excruciating level of detail
- Ability to deliver critique and develop talent
- Expert level knowledge of social media best practices and engagement strategies, digital communication tools, and content management systems
- Intimate understanding of traditional and emerging marketing channels
- Excellent communication skills
- Ability to think creatively and innovatively
- Budget-management skills and proficiency
- Professional judgment and discretion
- Analytical skills to forecast and identify trends and challenges
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

## Responsibilities

- **Client + Project Management**
  - Work directly with Brillnt clients to establish and identify goals
  - Serve as day-to-day contact for needs and support requests
  - Establish and maintain appropriate expectations on the client's part and build quality relationships throughout the duration of the project.
  - Present to client creative, marketing campaigns, and metrics
  - Work with Director of Operations to create the schedule and ensure the client understands their part in meeting the promised timeline.
  - Communicate when a change order is needed, and make sure that scope creep doesn't happen.
  - Manage tasks in Teamwork and provide weekly updates and reports
- **Marketing Strategy Directing, Content Development and Management**
  - Create marketing and campaign strategies
  - Managed/direct outline marketing and content calendars

- Manage production of blog, press release, social, and marketing content as needed for each project and task
- Manage content deadlines and needs
- **Organic Social and Paid Media Management**
  - Engagement + strategy development
  - Media plan development + budget management
  - Ad strategy + audience management
  - Performance analysis
  - Manage and oversee content calendar strategy + development
    - Audience Engagement
    - Content creation and research
    - Content scheduling and posting
    - Reporting
- **Team Builder + Brllnt Advocate**
  - As a leader a Brllnt, you will be expected to embody Brllnt values and encourage growth, support, and positivity within the teams you are managing and building.
  - Train and mentor growing marketing team on new and traditional marketing methods and approaches
  - Attend events on behalf of Brllnt and their growing list of clients
  - Help to expand presence of Brllnt, everywhere
  - Outlining and identify growth opportunities

## ETC.

At Brllnt, we believe in the ever-changing, the ever-evolving, and the ever -growing - both for our clients in design and marketing, and for each of our team members. We believe that business is personal, especially for industries we serve. Our daily objective is to become more brilliant, individually and as a team.

As such, expect rolling performance reviews where we will discuss strengths, areas of improvement, and growth opportunities. Every 6 months, we'll want to sit down to explore where you are at and where you want to go. This means - your responsibilities will adjust as you tweak and hone in on your expertise, as our clientele shifts and expands, and as our team continues to grow.

We are passionate about growing an open, respectful culture that is nurturing towards the professional goals and personal development of each member. This means everyone is comfortable giving and receiving direct communication about what is going well, and where there is room for improvement.