

## Creative Strategist

Brllnt is a marketing and design studio based in the NoMa neighborhood of Washington, DC. We believe in the power of strategic storytelling and impactful design to shine light on the brilliant work of our clients and expand their reach.

We believe that true creativity is an outpouring of the soul, making it essential for each member of the Brllnt team to bring their whole self to work each day. Our culture encourages, equips, and challenges team members to have the balance they need to create truly brilliant work.

### Benefits

- Salary, determined by experience and fit
- Health, Dental, and Vision Insurance covered up to 80%
- Flexible PTO
- 401K after 6 months

### Reports To

Marketing Director

### The Role

As an integral member of the Brllnt team, you will support the development of creative concepts both internally and for our clients. You will work closely with both marketing and design teams to conceptualize and execute campaigns, ensuring the vision remains clear throughout the process.

Day-to-day tasks include building and pitching creative briefs, conducting market research to stay on trend, developing communications and marketing strategies, writing effective and converting copy to support those strategies, staying educated on industry trends, performing comp set analysis, and managing and coordinating tasks as needed.

You must demonstrate an ability to understand client issues and objectives and translate that understanding into the development and execution of creative concepts. Working collaboratively with both marketing and creative teams, you will produce solutions for clients spanning platforms, including the development of content for branded social media channels, mobile, presentations, print materials, websites, blogs, and more.

## Requirements

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*This is a mid-level position for someone with marketing experience.*

- **Without exception: excellent time management, multi-tasking, and organizational skills**
- Excellent attention to detail
- Excellent written and verbal communication skills
- Ability to think creatively and innovatively
- In depth understanding of traditional and emerging marketing channels
- Excellent conceptual and copywriting skills with an understanding of creative strategy and brand insights
- Must understand how content is published and distributed
- Must understand how to research, analyze, and present data, trends, insights and client feedback to build, inform, and support creative directions
- Must know how to organize information and use storytelling skills to effectively communicate concepts and approaches

## Additional Skills

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- Experience collaborating with teams using a project management software (preferably Teamwork, but Asana, Trello, Basecamp, etc. also relevant)
- Experience building email funnels and campaigns on MailChimp, Constant Contact, etc.
- Experience with website management platforms including Wordpress, Instapage, and/or Hubspot
- Experience building social content calendars and scheduling content on a social media publishing platform like SproutSocial, CoSchedule, Buffer, Hootsuite, etc.
- Experience developing creative concepts and building content calendars
- Experience building strategies that support effective SEO strategies
- Experience with Facebook, Instagram, LinkedIn, and Twitter ad platforms
- Knowledge of Google Analytics
- Ability to creatively maximize available resources to connect with audiences

## Responsibilities

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- **Campaign, Social Media, and Communications Strategy Development**
  - Gather, analyze, and present data, trends, insights and client feedback to inform the creation of content and social strategies
  - Write content to support proposed strategies and effectively tell the story behind it
  - Analyze clients' brand, voice, goals, competitors, market, current marketing efforts, capacity, audience, etc. to support and inform creative strategies and recommendations
  - Stay up-to-date on key opportunities for clients and Brllnt, including relevant conferences, publications, events, etc.
  - Maintain a pulse on political and cultural climates, seeking opportunities for Brllnt and our clients to engage in relevant conversations
- **Campaign + Client Management**
  - Organize and conduct client pitching and discovery meetings
- Facilitate internal and client brainstorm sessions
- Use storytelling to effectively communicate the team's vision and thoughtful approach
- Prepare presentations for meetings
- Develop campaign and marketing strategy and manage execution
- **Overall Marketing and Communications Support**
  - Constantly seek educational opportunities and ways to expand Brllnt's and its clients market share
  - Be the Brllnt beacon for innovation through testing, recording, analyzing, optimizing, and teaching emerging trends and tools
  - Maintain clear, effective, and open communication with clients and Brllnt team members to embody a culture of trust and transparency
  - Support and grow the position as needed to accommodate marketing and communication needs for ultimate success

## Etc.

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

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.

## Apply

Submit your resume, a cover letter, salary requirements, performance metrics for previously managed campaigns, and three (3) writing samples to [careers@brllnt.co](mailto:careers@brllnt.co) or via our job site at [www.bibrllnt.co](http://www.bibrllnt.co). Preferred writing samples include blog posts; social media samples from a campaign/initiative/or on behalf of an organization/club/brand; Anything that best shows off your creative writing chops!