



Company Overview: GrowthPlay helps clients accelerate profitable revenue growth. We define profit as relational, reputational and financial. We assess professionals and sales organizations for capability and potential. In response to our client's needs, we design and deliver interventions based on our proven frameworks.

Position: Director of Marketing

The Director of Marketing is a key member of the senior leadership team responsible for all activities related to conceptualizing and implementing marketing and public relations strategy. The Director of Marketing collaborates with practice leaders to establish practice specific and company-wide marketing, product development and PR standards and programs to build the GrowthPlay brand and drive revenue. This position is responsible for the planning and implementation of both long and short range programs, targeted toward existing and new markets by performing the following duties personally or through vendors and/or subordinates.

Responsibilities:

- **Brand and Product Management**
 - Partner with practice leaders and subject matter experts in the creation and implementation of market and brand management plans to achieve corporate and practice objectives for products and services
 - Collaborate with practice leaders and subject matter experts to package products and services consistent with the GrowthPlay brands
 - Capture and promote thought leadership to target markets
 - Develop and maintain marketing and sales materials to promote the GrowthPlay brands
 - Develop brand and product integration that aligns with GrowthPlay's M&A strategy
 - Establish, communicate and maintain a consistent corporate image and brand standards throughout the company
 - Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions
 - Monitors competitor products, sales and marketing activities
 - Oversee technology enablement of marketing, product development and public relations programs
 - Oversee development and maintenance of company websites and social media accounts
- **Advertising , Public Relations and Social Media Management**
 - Plans and oversees advertising and promotion activities including print, online, electronic and social media
 - Establishes and maintains relationships with industry influencers and key strategic partners
 - Works with media outlets to publish timely company information, such as press releases, brochures, articles, research studies and other materials
 - Develop and implement social media strategy including building and sustaining online communities
 - Produce and publish mass communications with email blasts and marketing campaigns
- **Department Management and Supervision**
 - Develops and manages marketing operating budgets



- Guides preparation of marketing activity reports and presents to executive management
- Develop talent and capabilities of marketing professionals at both the corporate level as well as marketing resources embedded in practice areas
- Immediate supervisor of Marketing department including corporate resources as well as marketing resources embedded in practice areas

Reports to: Chief Executive Officer

Firm Competencies

- **Collaborates as a Team Member** - Promotes cooperation, collaboration and partnerships between individuals or groups, both inside and outside the company
- **Deals Well with Ambiguity** - Can effectively cope with change, shift gears comfortably, and act without having complete information
- **Focuses on Clients** – Is committed to providing high quality and timely support to both internal and external clients
- **Acts with Integrity** - Honest in all business interactions and transactions, actively models the highest ethical and business standards
- **Operates like an Owner** - Treats GrowthPlay like own business; takes initiative and assumes accountability

Required knowledge and experience

- Bachelor's degree in marketing or related field; MBA preferred
- 8-10 years marketing and public relations experience; minimum of 5 years in leadership position
- Product marketing experience
- Previous experience with technology enablement of marketing and public relations strategies
- Proven record of overseeing marketing and PR aspects of healthy growing businesses
- Ability to facilitate and impact organizational change
- Strong business acumen and communication skills