



Marketing Strategist

Classification: Exempt

Date Created/Revised: June 10, 2015

Reports To: President

Summary of Responsibilities

The marketing strategist is responsible for creating innovative and customized marketing solutions for ID Signsystems which effectively represents the IDS brand, products, services, and thought leadership.

Essential Duties

The marketing strategist plays an important role in the ongoing functions of ID Signsystems. Other duties may be assigned to meet business needs. The essential duties and responsibilities of the position include:

- Collaborates internal and external resources in the conception, creation, promotion, and measurement of success of targeted marketing communications strategies, campaigns, and content that is engaging and persuasive
- Develops product positioning and messaging for a variety of media sources, including: data sheets, white papers, case studies, sales collateral, press releases, editorials, web content, blog posts, email communications, social media content, ad copy, infographics, project proposals, presentations, and more
- Creates, edits, and distributes compelling content pieces which capture the target audience's attention and influence them to take action, ensuring consistent quality, voice, messaging, and brand adherence, consulting with key stakeholders as necessary
- Interviews subject matter experts and distills key stories and themes to create compelling content, adapting style and tone as appropriate, for various formats and channels
- Oversees the ongoing maintenance of internal content inventories, creating additional assets as necessary, and rolls out content to appropriate internal audiences
- Daily management of, and content delivery on, IDS social media accounts
- Measures results received from communications programs and provides key metrics of those results to sales and management
- Stays current on industry trends, competitors strategies, and overall marketing communications best practices, and recommends and executes new and effective marketing communications programs, as well as internal process improvements
- Promotes IDS products and services through a variety of public relations initiatives, including extensive media outreach
- Proofreads copy and review page layouts with a keen attention to detail
- Regularly reviews IDS web content to ensure accuracy, timeliness, and brand/message relevance
- Analyzes peer institution sites and web content strategy trends in order to make recommendations for new or adjusted content

Skills and Abilities

Based on the essential duties and responsibilities of the position, the marketing strategist should have a number of skills and abilities:

- Exceptionally strong creative writing, editing, and proofreading capabilities, with a meticulous attention to detail
- Proficiency with traditional and digital writing best practices, including a strong understanding of SEO and social media marketing
- Creative and strategic thinking, who is comfortable working collaboratively across teams in a fast-paced, ever-changing environment
- Strong project management skills, including the ability to successfully juggle multiple projects simultaneously
- Excellent interpersonal, organizational, time management, and project management skills
- A high level of self-motivation and the ability to work independently
- Ability to understand, master, and own multiple brand voices, styles, and tones
- Visual design sensibilities for collaboration with graphic designers to create a polished, engaging look and feel for content assets
- Skilled in taking broad or complex concepts and simplifying them into clear, concise, innovative, engaging, and strategic messaging for easy consumption by target audiences across a variety of formats and channels

Education, Experience, and Other Requirements

Based on the technical and professional responsibilities of the position, the marketing strategist is required to have:

- Bachelor's degree in communications, journalism, English, marketing, or business
- 3-5+ years professional B2B marketing, with a minimum of 3 years in marketing communications experience. Demonstrated experience in the construction, graphics, or design industry is a plus
- Experience with Microsoft Office Suite (Outlook, Word, Excel, PowerPoint), analytical reporting (Google Analytics), and social media/blogging platforms (Facebook, Twitter, LinkedIn, Pinterest, Tumblr, YouTube, Google+, WordPress, HootSuite, etc.),
- Familiarity with Adobe Creative Suite (Acrobat, InDesign, Photoshop, Illustrator)

Physical and Environmental

The designer is primarily located within an office environment. The marketing strategist also may experience time within the production department on a weekly basis. Physical requirements include:

- Awareness of potential hazards, such as nearby machinery, while in the production facility

Acknowledgment

Job responsibilities are not limited to the ones listed above, the company reserves the right to assign or change any duties, as business needs demand. Employees will be expected to complete all work tasks as assigned.



Marketing Strategist

Upon signing below the employee is agreeing that they have received a copy of the job description, understand the job description and have the ability to complete all aspects of the job description without any restrictions.

Employee's Signature

Print name

Date

Supervisor's Signature

Print name

Date