



dottedline.agency

8000 Franklin Farms Drive • Richmond, VA • 23229

Open Position – Senior Marketing and Communications Director

Dotted Line is a fast-growing creatively-driven, strategic marketing firm with a roster of regional and national accounts.

We are looking for a **Senior Marketing and Communications Director** to lead a small agency within the agency for a large, complex account. This role will serve as the chief marketing officer within the client's organization and be an advisor to the Senior Leadership Team. The role will direct all facets of marketing and communications, which includes integrated campaigns spanning the full range of channels including digital, earned media, email, print, mass media, and events.

Responsibilities:

- Marketing Strategy
 - Direct market research efforts for the company and stay up to date on leading marketing trends
 - Champion and deliver a brand strategy and related messaging aligned with the client's vision and strategic growth plans
 - Ensure alignment of brand image across all changes
 - Ensure the right client-side leaders are in front of the right audiences, with the right messages, at the right time
 - Define market strategies that support the company's overall strategies and objectives
 - Plan and organize the functions and oversee its day-to-day implementation (branding, communications, campaigns, lead generation)
 - Create a solid network of strategic partnerships

- Account Leadership
 - Lead a team responsible for delivering large, complex programs while providing strategic direction to stakeholders and peers
 - Establish senior-level client relationships
 - Ensure content is relevant and timely as part of the editorial team and campaign planning
 - Ensure quality execution that drives towards clients' business objectives and key metrics across many moving pieces
 - Develop and lead senior-level client presentations
 - Build a highly effective, efficient team of marketing professionals



dottedline.agency

8000 Franklin Farms Drive • Richmond, VA • 23229

Desired Experience:

- Knowledge and experience of marketing in financial services
- Minimum 2 years experience in a similar Senior Level position, directing the overall Marketing and Communications strategies for an organization
- Experience managing teams
- Experience with B2B and inbound marketing
- Experience with agile methodology is a plus
- Bachelor's degree or equivalent

Key Skills and Competencies:

- Advanced analytic skills evaluating brand and marketing strategies and their impact
- Advanced written and verbal communication skills, with experience making presentations to varied audiences
- A proven track record of excellent program management, bringing the ability to quickly put structure in place to manage work in a dynamic, complex environment
- Ability to maintain confidentiality
- Ability to facilitate senior level meetings

Why Should You Apply?

- Opportunity to build and influence one of Richmond's fastest-growing brands
- Opportunity to build a team of marketing experts on a fast-paced, high-reward account
- Chance to make a difference with a successful, fast-growing business
- Competitive salary and profit share opportunities
- Strong benefits include paid time off, healthcare, and retirement

Interested?

Please send your resume to Jen at jennifer@dottedline.agency.