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8000 Franklin Farms Drive • Richmond, VA • 23229

Open Position – Associate Director of Strategy

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

We are looking for a well-practiced, **brand strategy** superstar to work alongside our strategy director to build out and lead an internal strategy department that informs and supports our clients' ambitious growth goals. This highly analytics individual will collaborate on the creation of a best-in-class framework that delivers high-caliber work product, systems, processes and interaction models that further the agency's strategy-first mentality. They will also serve as the agency's senior brand strategist, developing and leading teams that will help the agency's clients identify and tell the stories that will grow their business. This role will be part of the agency's growing leader program and report directly to the strategy director.

Responsibilities:

- Serve as the agency's senior brand strategist and as a strategy leader
- Manage strategy talent – full-time staff and contract resources –on client engagements
- Serve as the tight hand to the director of strategy
- Collaborate on the development of departmental systems and guide the change management exercise to help the agency adopt new practices
- Lead and serve as a people manager for the department's brand, channel strategist and paid media functions
- Assist director of strategy in building the full-time team
- Build the department's contract employee bench

Desired Experience:

- Masters degree in brand management
- At least 7 years of previous experience in a brand strategy role, ideally at an agency
- Experience managing teams
- Experience collaborating with creatives and account leaders

Key Skills and Competencies:

- Battle-tested strategic thinker with ability to assess market conditions and identify opportunities to drive client goals
- Creative problem solver with the ability to influence internal and external teams
- Process-oriented individual who equally understands how to drive impact and efficiency on marketing strategy initiatives



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- Excellent presentation, writing and communication skills
- Strong passion for people and leadership in small business
- Self starter with a strong work ethic and sense of urgency

Why Should You Apply?

- Opportunity to collaborate with a great team of experienced marketing leaders
- Opportunity to shape a department that solves for previous challenges you've encountered and is built for success
- Freedom to push client positioning in the pursuit of exponential growth
- Ability to grow your leadership and people management skills
- Opportunity to build a growing business
- Chance to make a difference across a diverse team of passionate team members and a positive environment
- Competitive salary and profit share opportunities
- Strong benefits include paid time off, healthcare, and retirement

Interested?

Please send your resume to [Kay Larkin at kay@dottedline.agency](mailto:kay@dottedline.agency).