



dottedline.agency  
8000 Franklin Farms Drive • Richmond, VA • 23229

## **Associate Strategy Director**

### **About Us**

Dotted Line is a strategically-inspired creative agency that helps ambitious businesses achieve their goals. Founded in 2014, our team members love working here because of our clear vision, strong culture, collaborative process, investment in personal and professional development and transparent communications. Visit us at [www.dottedline.agency](http://www.dottedline.agency) to learn more about our team and approach.

### **About You**

- Brand strategy runs through your veins
- Your natural curiosity often times generates flashes of brilliance
- You're a critical thinker who's in a passionate pursuit of understanding why people behave the way they do
- You're early to identify trends so interpretation is the natural next step
- You crave an environment where learning and development is table stakes
- You're ready to do your best work yet while living your best life outside the office
- Creating sturdy people and process systems is in your wheelhouse

### **About the Job**

- You will be the right-hand for our Strategy Director, working collaboratively to build and lead our internal Strategy Department and network of freelance talent
- You'll lead and manage team members in brand strategy development, channel strategy, marketing data and analysis, and paid media functions
- A major client focus will be the development and presentation of Brand Strategy, but you'll work in all areas of the Strategy Department
- You'll be transparent and authentic when communicating with team members, vendor partners, and clients



### **Associate Strategy Director Experience**

- Creative problem solver who's built and presented a brand strategy from the ground up [required]
- Experience building intentional and efficient omni-channel marketing strategies [required]
- Experience with the full life cycle of media buying [preferred]
- Comfortable translating marketing analytics into English [preferred]
- Experience with building content strategy [a plus]
- Experience in public relations [a plus]
- At least 3 years of previous experience in a brand strategy role, ideally at an agency
- Experience managing teams
- Comfortable collaborating with creatives and account leaders
- Master's degree in Brand Management
- Passion for working in and for small businesses

### **Associate Strategy Director Benefits**

- Profit sharing opportunities
- Healthcare: health, dental and vision
- Retirement
- Paid time off
- Company Values we live every day
  - Treat team members, clients, and partners like you want to be treated
  - Always be improving, learning, and growing
  - Collaborate and be a team player
  - Go the extra mile
  - Do work we are proud of
  - Focus on client results



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### Why Should You Apply?

- Opportunity to collaborate with a great team of experienced marketing leaders
- Opportunity to shape a department that solves challenges you've previously encountered and is built for success
- Freedom to push client positioning in the pursuit of exponential growth
- Ability to grow your leadership, people management and professional skills
- Chance to make a difference across a team of diverse and passionate folks in a positive environment

*If you have experience in any of the following or similar positions, we'd like to talk to you!*

- Marketing Research
- Brand Design
- Junior Brand Strategist
- Assistant Brand Strategist
- Marketing Analytics
- Brand Analysis
- Strategic Communication
- Media Planning and Strategy

Click [here](#) to apply or contact Kay Larkin at [kay@dottedline.agency](mailto:kay@dottedline.agency) with your questions.